

HUMOR IN A VARIOUS VEIN

THIS IS NO MAGAZINE! THIS IS A...

PANIC



NO. 6
JAN.

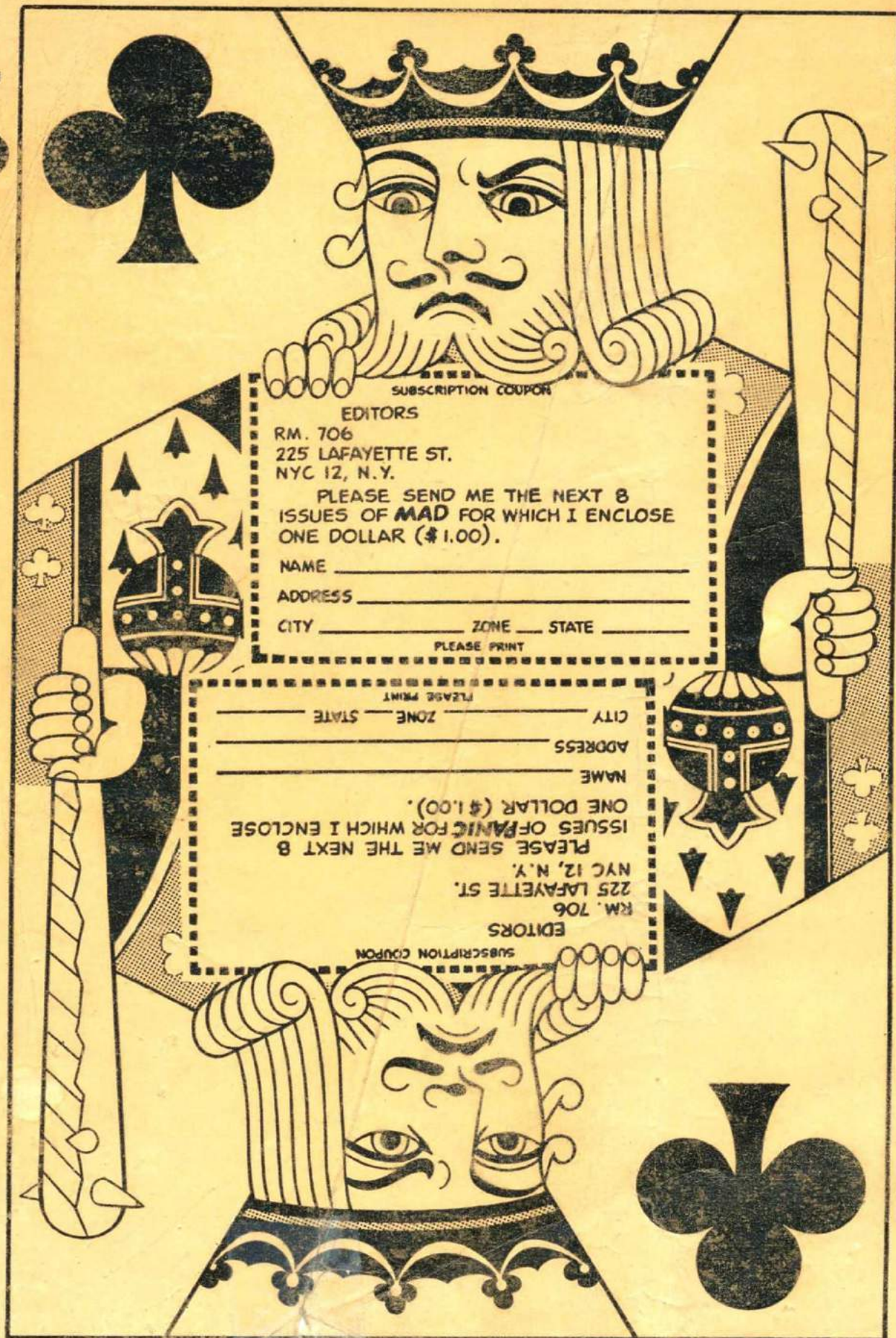


10¢



* THIS COVER, THE RESULT OF HOURS OF CONFERENCE, IS E.C.'S FINAL ANSWER TO THE COMIC BOOK CONTROVERSY. DESIGNED TO OFFEND NO ONE, IT IS BLANK!

K
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K

COMIC STRIP HEROES THAT LIVE ON AND ON! DEPT. (IF THIS CHARACTER IS KNOCKED OFF, HIS SON WILL STEP INTO THOSE LAVENDER LONGJOHN'S AND CARRY ON, SO WHY BOTHER? DIVISION): DO YOU READ THIS SUNDAY STRIP... THE ONE ABOUT A MASKED HERO (NOT TO BE CONFUSED WITH "HERO", HIS PET HORSE)... A MAN WITH THE PROWESS OF A DEVIL (NOT TO BE CONFUSED WITH "DEVIL", HIS PET DOG)... A DEFENDER OF JUSTICE AND PEACE (NOT TO BE CONFUSED WITH "JUSTICE OF THE PEACE" WHO HE'S DILIGENTLY AVOIDED)... AN INDESTRUCTIBLE CHAMPION FROM A LONG ANCESTRAL LINE OF CHAMPIONS KNOWN AS...

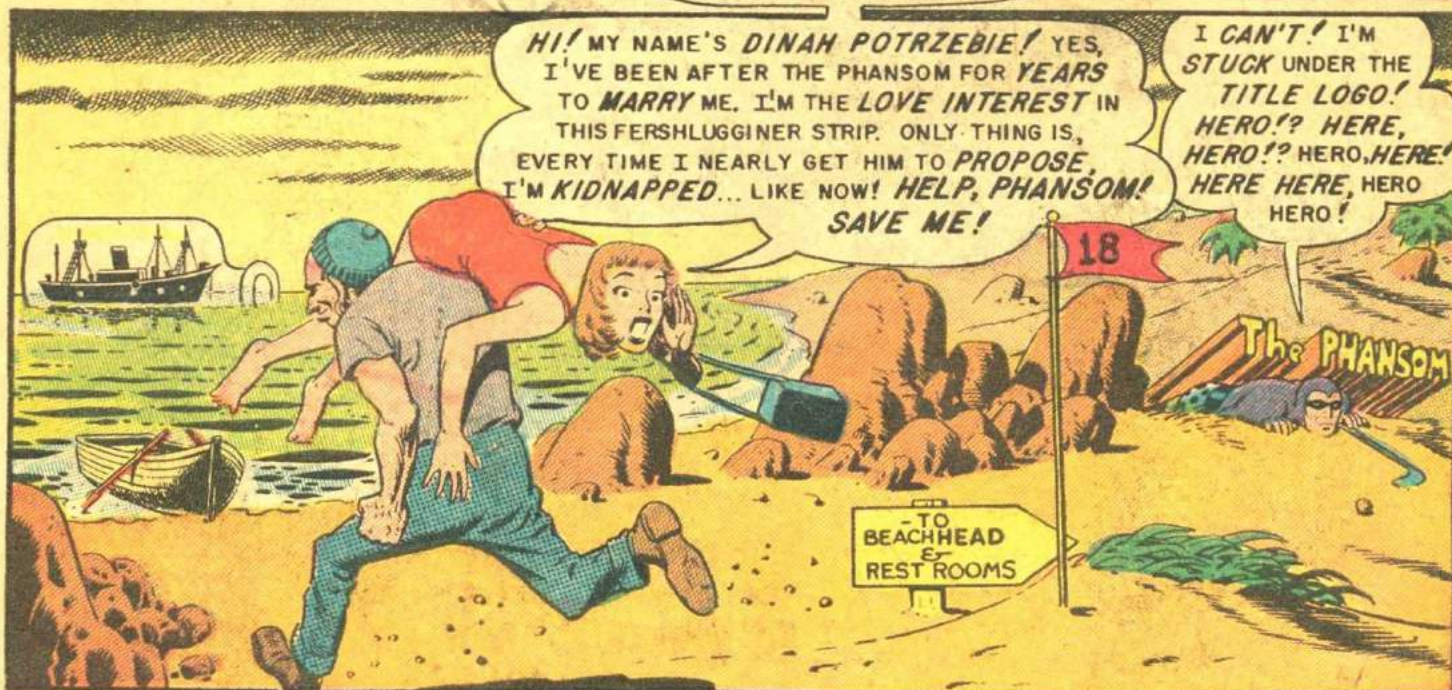
The PHANSOM

By
BILL ELDER
and **WILLIE McELDER**



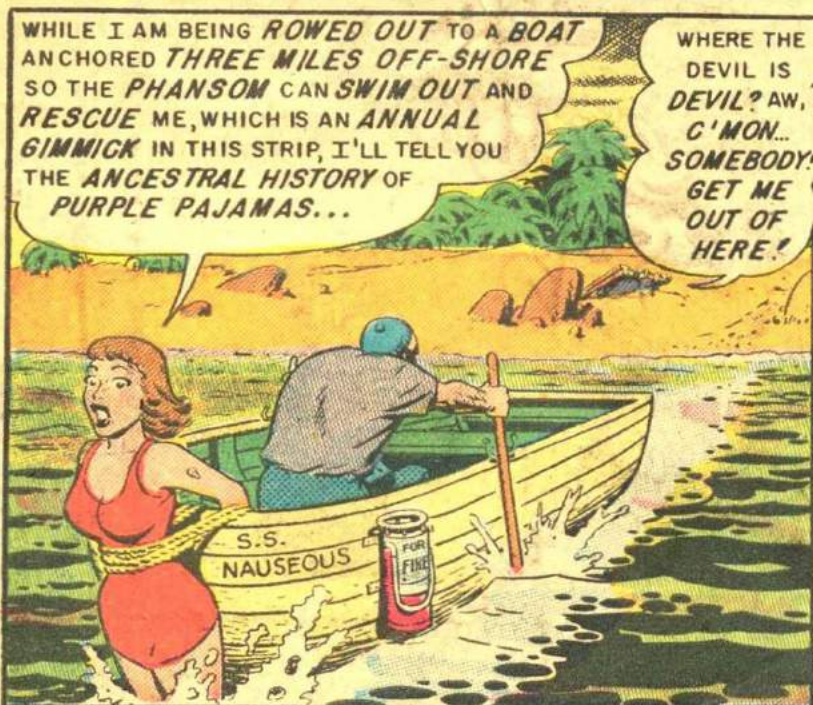
HALP! DINAH!
I'M BEING CRUSHED
TO DEATH!

GOOD! NOW, MAYBE YOU'LL
MARRY ME SO YOU'LL HAVE
A SON TO CARRY ON!



HI! MY NAME'S DINAH POTRZEBIE! YES,
I'VE BEEN AFTER THE PHANSOM FOR YEARS
TO MARRY ME. I'M THE LOVE INTEREST IN
THIS FERSHLUGGINER STRIP. ONLY THING IS,
EVERY TIME I NEARLY GET HIM TO PROPOSE,
I'M KIDNAPPED... LIKE NOW! HELP, PHANSOM!
SAVE ME!

I CAN'T! I'M
STUCK UNDER THE
TITLE LOGO!
HERO!? HERE,
HERO!? HERO, HERE!
HERE HERE, HERO
HERO!



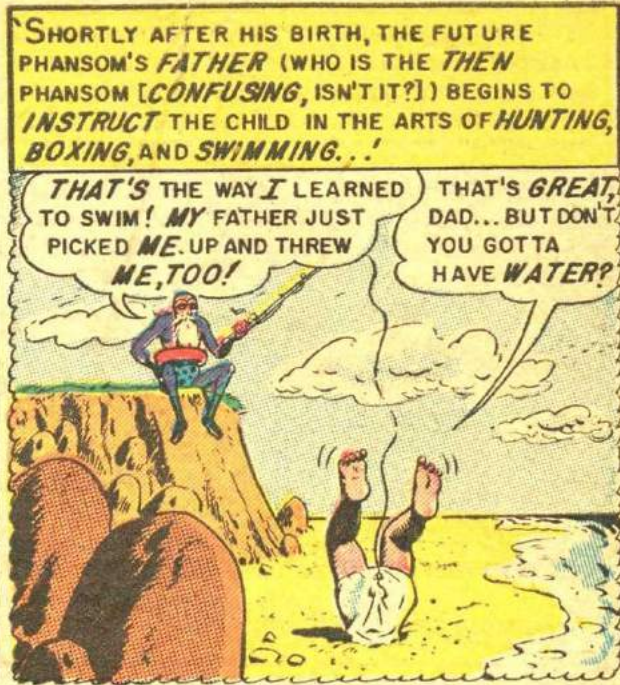
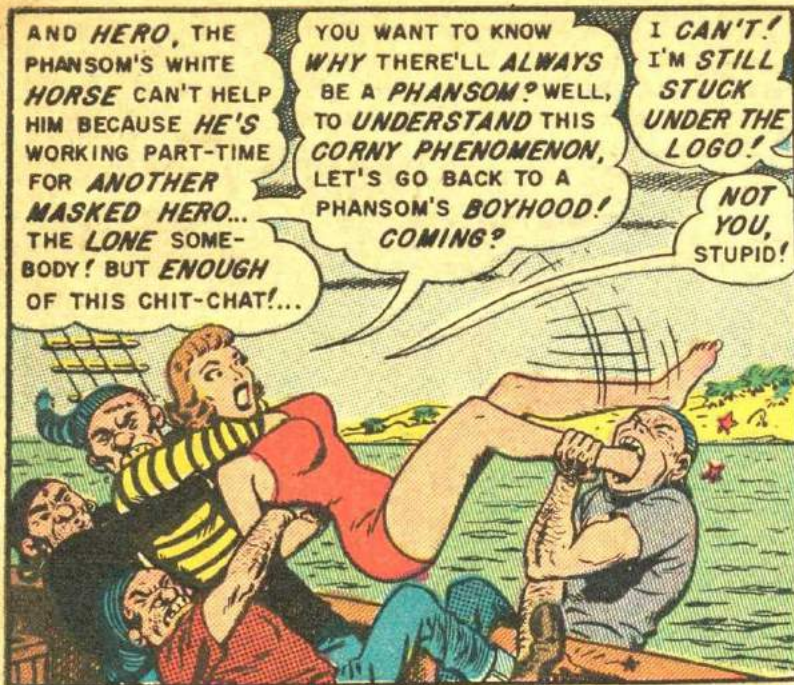
WHILE I AM BEING ROWED OUT TO A BOAT
ANCHORED THREE MILES OFF-SHORE
SO THE PHANSOM CAN SWIM OUT AND
RESCUE ME, WHICH IS AN ANNUAL
GIMMICK IN THIS STRIP, I'LL TELL YOU
THE ANCESTRAL HISTORY OF
PURPLE PAJAMAS...

WHERE THE
DEVIL IS
DEVIL? AW,
C'MON...
SOMEBODY!
GET ME
OUT OF
HERE!

SEE THIS? IT'S MY KNIT-
TING! IT'S FOR THE
LAYETTE OF THE
FUTURE PHANSOM.
LIKE ENGLAND, THERE'LL
ALWAYS BE A PHANSOM!
CUTE, ISN'T IT! PURPLE
DOCTOR DENTONS...

INCIDENTALLY, DEVIL,
THE PHANSOM'S
DOG, CAN'T HELP
HIM BECAUSE HE'S
OUT GETTING HIS
BEN-DAY RELAX!
YOU SEE, HE'S A
GREY DOG AND THE
BEN-DAY... OH, WELL.





'AFTER MAMA'S DEATH, THE SON AND HIS OLD MAN ARE TOGETHER AWHILE, FISHING AND HUNTING AND RUNNING. BUT DAD'S DAYS ARE NUMBERED. IT'S ONLY A MATTER OF TIME TILL HE'S KILLED IN A HUNTING ACCIDENT...'

GEE, POP! I DIDN'T KNOW THE BLOW-GUN WAS LOADED!

THAT'S ALL RIGHT, SON! THE SUIT WAS GETTING PRETTY RAGGED-LOOKING ANYWAY!



PHANSOM'S NEVER...BUT, NEVER DIE IN BED.

'THE FATHER'S OLD PHANSOM OUTFIT, GUN-BELT, POLKA-DOT DRAWERS, AND SKULL RING ARE HUNG AWAY IN THE UNDERGROUND LOCKER ROOM...'



AND THE NEW PHANSOM IS CROWNED BY THE PYGMY TRIBE...'

GNNNNNGG...



'NEXT, THE NEWLY CROWNED PHANSOM RETURNS TO AMERICA TO LOOK UP HIS HIGH SCHOOL SWEETHEART AND SEE IF SHE'LL RETURN WITH HIM AS HIS BRIDE...'

NO! I DON'T WANT A NICKEL! I'M NOT BLIND! THIS IS A DISGUISE! I'VE COME TO ASK YOU TO MARRY ME AND BECOME AN AFRICAN QUEEN!

OH, I KNOW! YOU'RE HUMPHREY BOGART!



'WHY ANY DAME WOULD WANT TO BECOME A QUEEN OF A TRIBE OF PYGMYS, I DON'T KNOW... BUT THEY ALWAYS DO. AND IN DUE COURSE A CHILD IS BORN (ALWAYS A SON) AND THE SUPPLY OF PHANSOMS IS ASSURED...'

ISN'T HE CUTE, PHANSOM?

YEAH! NOW, CHANGE HIS DIAPER AND WE'LL GET TO WORK! I GOT TO TEACH HIM TO HUNT AND SWIM AND RUN.



SO THAT'S THE DEAL. THEY GOT ME CHASING THIS LAST OF A LONG LINE OF PHANSOMS...TRYING TO MARRY UP WITH HIM...ONLY SOMETHING ALWAYS COMES UP... LIKE ME GETTING KIDNAPPED! OH, WELL... I GOT TO GO TO WORK...



HALP! PHANSOM! SAVE ME!



I CAN'T! I'M STILL STUCK UNDER THIS LOGO! MAYBE NEXT WEEK...





HE'S RIGHT!
SOMETIMES THEY
CHANGE THE
SHAPE OF THE
STRIP AND THEY
USE A DIFFERENT
TITLE LOGO!

HERE I
COME,
DINAH!

The SPIRIT



NOTICE HOW THE LONG
YEARS OF DILIGENT
CHILDHOOD TRAINING
HAS PAID OFF. HE
SWIMS LIKE A FISH,
DOESN'T HE?

I'M
COMING,
DINAH!



OOPS!
SORRY!
THAT IS
A FISH!
AW, C'MON,
PHANSOM!

WAIT'LL I PUT ON MY
WATER WINGS, WILL
YOU!

ONLY TING,
IT STILL OITS ME,
RIGHT HERE!



Y'KNOW, THE GUY
THAT WRITES
THIS WRITES
MANDRAKE THE
MAGICIAN!

SO WHO DO
YOU THINK
LIFTED THE
LOGO?

SHIP
TO SHORE



HERE HE COMES.
OVER THE RAIL...
MY HERO!

UH-UH! NOT
HERO! IT'S
ME! HERO'S
GOT A PART-TIME
JOB FOR ANOTHER
MASKED HERO...
THE LONE
SOMEBODY...



ISN'T HE
A DEVIL?

UH-UH! DEVIL'S
GETTING HIS BEN-
DAY RELAID!

PLOP!



OH, PUNCH MY KID-
NAPPERS IN THEIR
JAWS AND LEAVE
SKULL-MARKS
ALREADY!

WAIT'LL I
PUT MY RING
ON MY RIGHT
HAND...
I WANTED
TO REMIND
MYSELF ABOUT
SOMETHING...

MANDALAY
OR BUST!



IT'S THE PRES-
SURE FROM
THAT TIGHT
HOOD! IT
MAKES HIM
FORGET
THINGS!

OKAY! NOW
WATCH ME
GO INTO
ACTION!



OF COURSE, WHEN THE PHANSOM
GOES INTO ACTION, IT'S PRETTY
STIFF ACTION. OUR ARTIST
AIN'T NO MILTON CANIFF!



LOOK! IT'S NICE THAT YOU SAVED ME AND ALL THAT, BUT DO I HAVE TO ROW US BACK!

SO, SOMEBODY'S GOTTA WORK! WHO SHOULD IT BE? ME?!



ISN'T IT CLEVER THE WAY THE EDITORS OF THIS LAMPOON MAG KEEP BRINGING UP PAST YAKS AND MILKING THEM DRY! SAY SOMETHING FUNNY, PHANSOM!

FERSHLUGGINER!

POTR-ZEBIE!

QUEEG!



YIPE! HEY, SUPERMAN! (HE LOOKS LIKE SUPERMAN, DOESN'T HE... SQUARE JAW... AQUALINE NOSE... ONE-LINE-MOUTH!) THOSE KIDNAPERS ARE SHOOTING AT US!

SO!?



SO TAKE YOUR TWO GUNS OUT OF YOUR GUN BELT, IDIOT, AND SHOOT BACK!

YOU GOT ROCKS IN YOUR HEAD?

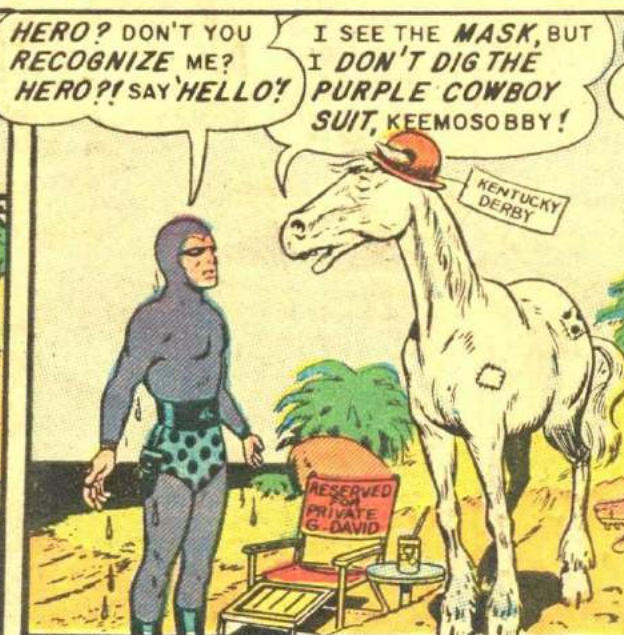


AFTER ALL THE SWIMMING I'VE DONE OUT TO BOATS ANCHORED THREE MILES OFF-SHORE, YOU THINK THEY STILL WORK? THEY ARE AS RUSTY AS SOME OF THE GAGS IN THIS SATIRE SHEET!



OH, LOOK! HERO IS WAITING FOR US ON THE BEACH!

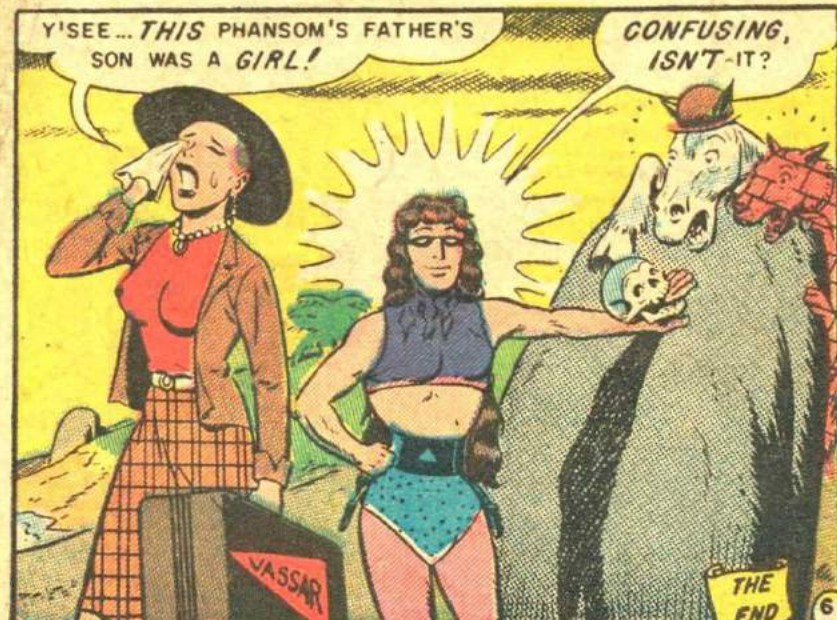
HERO! I'VE MISSED YOU! SAY 'HELLO' TO YOUR MASTER!



HERO? DON'T YOU RECOGNIZE ME? HERO?! SAY 'HELLO'!

I SEE THE MASK, BUT I DON'T DIG THE PURPLE COWBOY SUIT, KEEMOSOBBY!

OH, LOOK, PHANSOM! HERE COMES... DEVIL!! WHAT HAPPENED TO YOU!?



BEHIND-THE-SCENES-IN-BIG-BUSINESS HOLLYWOOD MOVIE DEPT. (FIVE V.P.'S FOR A DEAD PREXY'S JOB... YO-HO-HO, AND A PROXY-VOTE FOR ME! DIVISION): THE OTHER DAY, WE TROTTED DOWN TO THE LOCAL BIJOU FOR A LOOK-SEE AT THIS LATEST OFFERING FROM THE MOVIE COLONY. A TENSE, DRAMATIC, INSPIRING ACCOUNT OF THE DIRTY DEALINGS, THE INSIDIOUS SCHEMINGS, THE JOCKEYING AND JUGGLING, AND THE FINAL, HONEST, IDEALISTIC PLEA FOR THE RIGHT OF ONE OF FIVE VICE-PRESIDENTS OF A BIG CORPORATION TO PARK HIS CARCASS ON THE:

EXECUTIVE SEAT

BORROWING AN OLD COMIC BOOK TECHNIQUE, THE OPENING SCENE OF THIS STIRRING SAGA OF THE STRUGGLE FOR SUPREMACY IS A CAMERA-EYE VIEW OF THE NEW YORK OFFICES OF THREAD-BARE FURNITURE CORPORATION, INC. THE THEATER AUDIENCE... THAT'S YOU... SEES IT AS AVERAGE BULL-HEAD SEES IT. YOU ARE, IN FACT, AVERAGE BULL-HEAD!...



YOU STEP INSIDE, TURN AROUND... GETTING DIZZY FROM THE QUICK PAN... AND THE ELEVATOR HUMS DOWN TO STREET LEVEL. THE DOORS SLIDE OPEN AND YOU ROCK THROUGH THE LOBBY TO A WESTERN UNION OFFICE. YOU SCRIBBLE A TELEGRAM TO THE HOME OFFICE CALLING AN EXECUTIVE MEETING FOR SIX TONIGHT AND HAND IT TO THE GIRL WITH A BILL...



YOUR CAMERA-EYE VIEW NOW BUMPS THROUGH THE BIG GLASS DOORS AND ON OUT INTO THE CORRIDOR OF THIS WALL STREET BUILDING. YOU CAREEN DOWN THE HALL AND VIBRATE UP TO THE PEARL BUTTONS. YOUR HAND STICKS OUT. YOU PRESS. THE DOORS SLIDE OPEN...



YOU SWITCH TO A FIVE, PUT YOUR CHANGE IN YOUR WALLET, HOLDING IT OUT IN FRONT OF YOU AND STEP OUT INTO THE STREET. YOU PAN UP AND DOWN SEARCHING FOR A TAXI... CALLING FOR IT. THEN YOU SEE THE ONE PARKED AT THE CURB. YOU BLOW YOUR TOP...



WHAT ELSE CAN YOU DO, A.B.? AFTER ALL, THIS IS THE FERSHLUGGINER PLOT. EVERYBODY IS WISHING IT ON YOU, ANYWAY! SO YOU OBLIGE! YOU DO DROP DEAD!



AND SO, WITHOUT ANY IDENTIFICATION, HIS BODY IS CARTED OFF TO THE MORGUE... BUT NOT BEFORE WALTER CASUAL CAN SPOT IT FROM HIS WALL STREET OFFICE WINDOW...



NOT THAT STREET, FOOL! I MEAN THE STOCK MANIPULATORS! I'VE STILL GOT TWENTY MINUTES TILL CLOSING! I KNOW! I'LL SELL SHORT!



BUT YOU'RE SO TALL! HOW CAN YOU SELL SHORT WHEN YOU'RE TALL?



NOT ME! THE STOCK, YOU IDIOT! THREADBARE STOCK! HELLO, WALTER? SELL THREADBARE! SELL ALL YOU CAN!

HEH, HEH! NOW, WHEN THE MARKET OPENS ON MONDAY, I'LL BUY BACK AT TWENTY POINTS LOWER! AND COVER WHAT I'VE SOLD!



FROM THIS HE MAKES A LIVING?!

NO KIDDING! THAT'S THE WAY THIS EPIC STARTS OFF! RIGHT AWAY, YOU...THE WHOLE AUDIENCE...ARE KILLED OFF! NOW, WITH THIS NOVEL BEGINNING OUT OF THE WAY, AND EVERYBODY IN THE THEATER LYING ON THE SIDEWALK OF WALL STREET WITH A CEREBRAL HEMORRHAGE, THE PLOT-LINE CAN BEGIN. IMMEDIATELY A CROWD GATHERS... AROUND AVERAGE BULLHEAD'S WALLET...



WALTER CASUAL IS NO DOPE. EVEN IF HE IS A DIRECTOR OF THREADBARE...MONEY COMES FIRST...



A PENNY SAVED IS INFLATION

FOR WATERING STOCK

REMEMBER THE TELEGRAM A.B. SENT BEFORE HE DROPPED DEAD? THE SCENE SHIFTS FAR FROM NEW YORK TO MILLIONAIREBURG, PENNSYLVANIA...HOME OFFICES OF THE THREADBARE FURNITURE COMPANY! WE SEE A LONG-SHOT OF ITS FAMOUS TOWER...



THAT'S EROICA MARGIN, AVERICE BULLHEAD'S PRIVATE SECRETARY. NOW IT'S HER JOB TO GO AROUND AND NOTIFY ALL OF THE VICE-PRESIDENTS OF A.B.'S ORDER. FIRST, SHE WIGGLES INTO WALTER PIDGEON-STOOL'S OFFICE. MR. PIDGEONSTOOL IS VICE PRESIDENT IN CHARGE OF MONEY...



GET THE DRAMATIC PICTURE? ONE BY ONE, WE GET A LOOK AT EACH OF THREADBARE'S V.P.'S...ALL PROSPECTIVE PRESIDENTS. WE'RE SUPPOSED TO GUESS WHO IT'LL BE! HOW ABOUT WALTER GRIMACE, HERE...VICE PRESIDENT IN CHARGE OF PRODUCTION...?



THE THREADBARE TOWER, WHERE HIGH IN THE UPPERMOST STORIES IS A ROOM...AND IN THAT ROOM, A TABLE...AND AT THE END OF THAT TABLE, THE EXECUTIVE SEAT!



NEXT, EROICA HURRIES INTO BIG, GENIAL WALTER DUD'S OFFICE. MR. DUD IS VICE PRESIDENT IN CHARGE OF SALES TALKS...

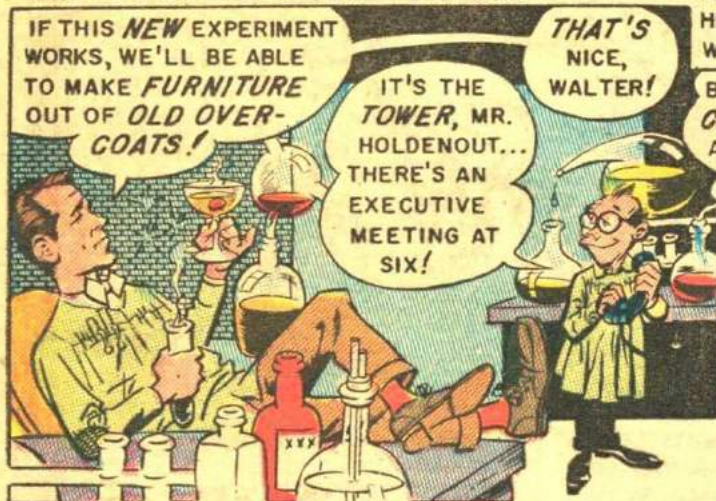


HOW ABOUT THIS GUY...WALTER P. SHAWHEAD? HE'S VICE PRESIDENT IN CHARGE OF VICE-PRESIDENTS...



YOU'VE JUST ABOUT DECIDED THAT WALTER PIDGEON-STOOL'S GOT THE PRESIDENCY WHEN THE PHONE RINGS IN THE PIKER STREET PLANT AND WALTER HOLDENOUT IS SEEN IN A GRIMY LAB COAT, RUBBING ELBOWS WITH THE HELP. HE'S VICE PRESIDENT IN CHARGE OF RUBBING ELBOWS...

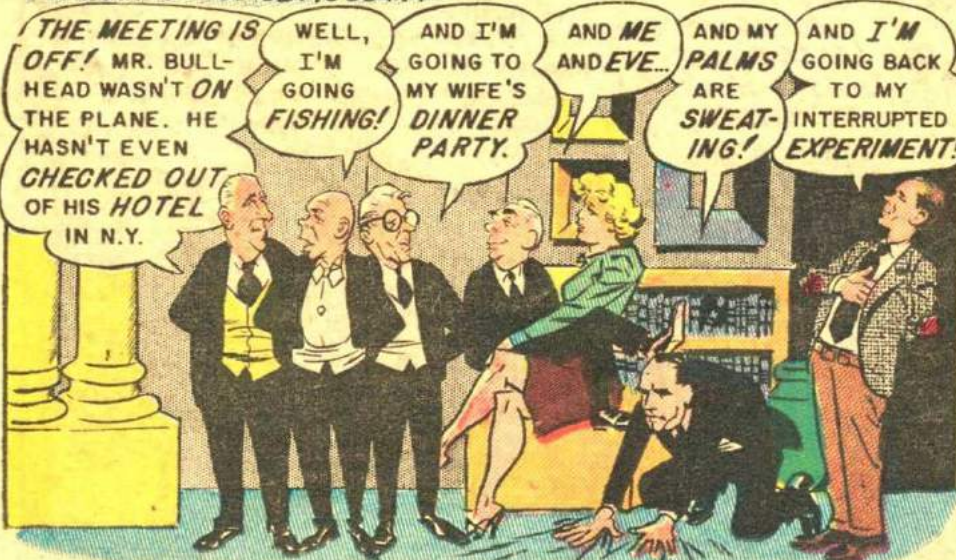
THERE'S OUR BOY! ANY IDIOT CAN TELL THAT! HE'S THE DREAMER... THE EXPERIMENTER... HE WORKS WITH THE WORKERS... HE'S ONE OF THEM! NOW, IT'S A CINCH WHO'S GOING TO GET AVERICE BULLHEAD'S JOB ONCE THEY LEARN HE'S DEAD. OH, THERE'S ONE MORE PERSON TO MEET. BARBARA THREADBARE. SHE'S WAITING IN AVERICE BULLHEAD'S OFFICE... OR RATHER OUTSIDE HIS OFFICE... ON THE WINDOWSILL...



IT'S SIX O'CLOCK. THE FIVE VICE PRESIDENTS FILE INTO THE BOARD ROOM AND SQUAT AROUND THE BIG, LONG, SHINY TABLE. AT THE HEAD OF THE TABLE IS THE PRESIDENT'S CHAIR... TALL... LEATHER... COMFORTABLE LOOKING... IMPOSING. NOW, WE KNOW WHY THEY ALL WISH AVERICE BULLHEAD WOULD DROP DEAD! NOW, WE SEE WHY THEY ALL WANT THAT EXECUTIVE SEAT! THE REST OF THEM HAVE TO SIT ON ORANGE CRATES...



FIVE VICE PRESIDENTS NAMED WALTER. WHO WILL IT BE? WHO WILL GET TO WARM THE EXECUTIVE SEAT? WE KNOW, DON'T WE? DOWN DEEP, WE KNOW. IT'S SO OBVIOUS...



THERE'S CORPORATION PRESIDENT MATERIAL. IT *SURE* IS OBVIOUS! WHILE EVERYBODY *ELSE* IS INTERESTED IN NONSENSE, WALTER HOLDENOUT GOES BACK TO THE LAB... TO DREAM... AND EXPERIMENT... AND BLOW UP THE PLACE.



WELL, THAT TAKES CARE OF THE PIKET STREET PLANT! SOMETHING MUST'VE GONE WRONG, MR. HOLDENOUT!

WE'LL TRY IT AGAIN ON MONDAY, WALTER. ANY PLANTS LEFT WE HAVEN'T BLOWN UP?



MEANWHILE, BACK IN N.Y., WALTER CASUAL IS LEAVING HIS OFFICE, PROUD OF HIS CLEVER STOCK MANEUVER...

WITH THIS DOUBT INSTILLED IN HIS MERCENARY MIND, CASUAL HURRIES TO NEWSSTAND AFTER NEWSSTAND...

THEN HE HURRIES TO THE STOCK CLUB...

BY THE WAY, MR. CASUAL! ARE YOU *SURE* THAT WAS AVERICE BULLHEAD? I MEAN, WHAT IF YOU MADE A *MISTAKE*?

OF *COURSE* IT WAS! IT... IT... IT... CHOKO... IT HAD TO BE! IT... OH, MY ACHING SOLD-SHORT STOCK! WHAT IF IT WASN'T!?

LET ME HAVE ALL YOUR *EVENING EDITIONS*! IT'S GOT TO BE IN THE PAPERS... IT'S GOT TO!

CHARGE IT!

THAT'LL BE 40¢!



SORRY...WE DON'T ALLOW *NEWS-PAPER BOYS* INSIDE...

BUT I'M WALTER CASUAL... *FINANCIAL TYCOON*.

SORRY...WE DON'T ALLOW *FINANCIAL TYCOON NEWSBOYS* INSIDE, EITHER...



GOOD EVENING!

GOOD EVENING, SIR! GO RIGHT IN!

WHAT ABOUT HIM?! HE LOOKS LIKE A NEWSPAPER BOY!

HE *IS*! THAT'S WHY WE DON'T ALLOW ANY *OTHERS* IN! HE'S GOT THIS *EXCLUSIVE TERRITORY*! THAT'S WALTER WYNCHILL!

INSIDE THE STOCK CLUB, MR. CASUAL IS GREETED BY A GORGEOUS, SHAPELY, LUSCIOUS BLONDE...

HELLQ, HONEY! I'VE BEEN WAITING FOR YOU FOR *HOURS*! GIMME A BIG HUG AND *KISS*! I'M HUNGRY FOR LOVE!

NO TIME FOR PLAY NOW! GOT MORE *IMPORTANT* THINGS ON MY MIND! I MAY BE LOSING \$30! NOW LET'S SEE...

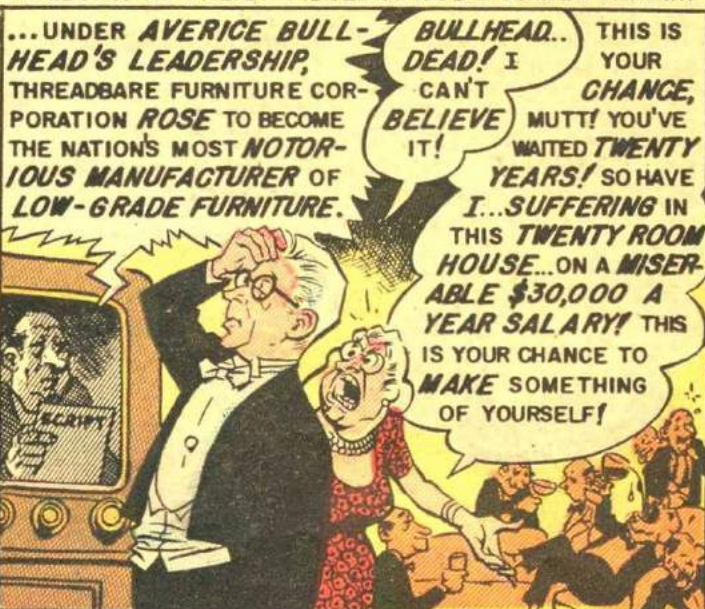


SHINE, PRIVATE?

FINDING A SMALL ITEM ABOUT AN UNKNOWN MAN DROPPING DEAD ON WALL STREET, WALTER CASUAL RUSHES TO THE MORGUE TO IDENTIFY AVERICE BULL-HEAD'S BODY...



AND THE SAD NEWS IS FINALLY FLASHED TO MILLION-AIREBURG. AT WALTER PIDGEONSTOOL'S DINNER PARTY...



AT WALTER DUD'S SECRETARY'S APARTMENT...



AT WALTER GRIMACE'S MOUNTAIN LODGE...



AT WALTER P. SHAWHEAD'S...



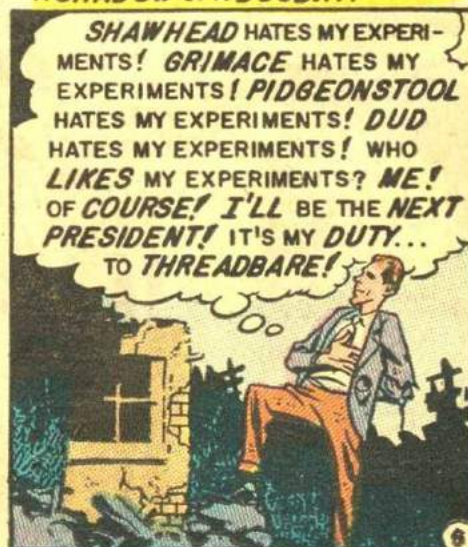
AT BARBARA THREADBARE'S...



NOTICE THE SELFISH REACTIONS? NOTICE THE HIDDEN GLEE? NOT SO WITH OUR BOY! HE'S NOT THINKING OF HIMSELF! HE'S THINKING...



CAN'T YOU SEE IT? THIS IS PRESIDENTIAL TIMBER...BEYOND A SHADOW OF A DOUBT...



AND SO THE TENSE CLIMAX OF THE PICTURE IS REACHED...THE MEETING OF THE BOARD OF DIRECTORS TO ELECT A NEW PRESIDENT.

THE CANDIDATES: WALTER P. SHAWHEAD...AMBITIOUS, SELFISH, MERCINARY...

... AND WALTER HOLDENOUT...THE DREAMER... THE EXPERIMENTER...

I BELIEVE THAT A COMPANY IS ANSWERABLE FIRST, LAST, AND ALWAYS TO ITS STOCKHOLDERS! THE IMPORTANT THING IS: A RETURN FOR AN INVESTMENT! THE PROFIT MOTIVE! MONEY! THAT'S WHAT I STAND FOR! PROFIT!

AND I BELIEVE THAT WE HAVE A BIGGER OBLIGATION... AN OBLIGATION TO FUTURE STOCKHOLDERS. TURN YOUR BACK ON EXPERIMENTATION AND YOU TURN YOUR BACK ON TOMORROW. I SAY, FORGET DIVIDENDS...FORGET PROFITS... FORGET TODAY! PLAN...DREAM...WORK FOR TOMORROW...



THEN... THE VOTE...



THE FINAL TOUCHING SCENE...THE WIFE...WAITING FOR THE RESULTS...



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PAN MAIL

Dear Editors,

Have just read Panic and I think it's the most (to say the least)! I burst a varicose vein laughing. Mozel Tov and congratulations for this nightmare come true.

Neal Hitzig
Long Island City, N. Y.

... Your magazine Panic is the most to say the least. It is swell, superb, great, wonderfully written, drawn and edited. Keep up the great work. All of us here are Panic fans.

Dave Atnip
Detroit, Mich.

... GREAT is the only word I can think of to describe Panic. Many of my friends think so too.

Chuck Stewart
Rochester, N. Y.

... Mom says that soon we'll be taking over your job the way we buy and read your crazy books. If you keep writing Panic, I assure you that you will have us as faithful readers.

Two Fans
Hagerstown, Md.

... I like it!

Bill Briola
Bay Village, Ohio

... you ought to be hanged for publishing such a half-baked imitation of the one true cats' mag. Mad. You betrayed yourselves still further by stealing from Mad such terms as furshlugginer and potrzebie.

Margery Black
Knoxville, Tenn.

... Panic ist a gut comick. I think it's like Mad but it's much more funnier.

Billy Evans
Norfolk, Va.

... I am drooling for the next issue of your panicky periodical. Feldstein really has it on the ball. Listen cruds. I, as representative of the four billion readers of this satire sheet, demand that you put it out monthly, see?

William Baumert
Ft. Tilden, N. Y.

... We have just read your latest hunk of junk, Panic. And would like to compliment Boston, Mass. for its good judgment. Your mag is a disgrace and its entire staff should be investigated by McCarthy.

Eaye Lewis
Lucile Duncan
Stuart Duncan
Ojus, Fla.

... Your crazy mag Panic is real George. We also were delighted to find out that Panic was banned in Boston, because before anything can be good, it has to be banned in Boston.

Sigma Nu Fraternity
State College, Penna.

... Most of the cadets here at Carlisle enjoy reading Panic. There is always a great stampede to the newsstand to buy it. It seems that you are always one jump ahead of your imitators. Keep it up and you'll remain a success.

Capt. Bill Roberts
Bamberg, S. C.

... I think Panic is a real crude, crazy and mixed-up mag.

Dave Knickerlocker
Joliet, Mich.

... I just got finished reading your mag Panic. It's mad, gone, slick, cool, heap and crazy.

J. Pike
Miami, Fla.

... The other evening, I was browsing through the comic book rack in a local store, looking for a chance to swipe a couple, when I spied Panic. I was so happy, I forgot my scruples and PAID for it. This mag, I think, is the funniest thing since Mad.

Francis McDonald
Wilkes-Barre, Penna.

... Bwah! When I read latest Panic, Wow!! Bwah!! Real cool. Skin, man, skin. I just blew my top.

Richard Wynn
Baltimore, Md.

... All I can say is Panic is great. Our whole family reads it.

Diane Francesconi
Cohoes, N. Y.

... Panic is now the rage of my Banking Club.

Marvin Saines
Bronx, N. Y.

... I missed the first two issues of Panic but I got the third. Man, is this mag nervous. It's real gone. I think Panic is just as good as Mad if not better.

Sally Weidman
New Brighton, Penna.

Subscriptions to PANIC can be handled through the coupon you'll find on the inside front cover! Please keep writing so we can keep filling this page! Address for pan-mail is:

Panic Editors
Room 706, Dept. 6
225 Lafayette St.
N.Y.C. 12, N.Y.

E.C. WENT TO SEA IN SEARCH OF ANOTHER NEW TREND...



AND WE CAME UP WITH...
SAGAS OF THE SEA, SHIPS, PLUNDER AND...

PIRACY

**NOW YOU SEARCH
FOR IT!**

BUT IF YOU *CAN'T FIND PIRACY*
AT YOUR LOCAL NEWSSTAND, YOU
CAN **SUBSCRIBE!** JUST FILL OUT
THE COUPON AND MAIL, TOGETHER
WITH **ONE HUNDRED PIECES OF
CENT** (THAT'S ONE BUCK, LAND-
LUBBERS!), TO:

THE SEASICK EDITORS OF
PIRACY
ROOM 706
225 LAFAYETTE STREET
N.Y.C. 12, N.Y.

OKAY, BILGE RATS! YOU SHANGHAIED ME!
I ENCLOSE \$1.00 FOR THE NEXT EIGHT ISSUES
OF **PIRACY!**

NAME _____

ADDRESS _____

CITY _____

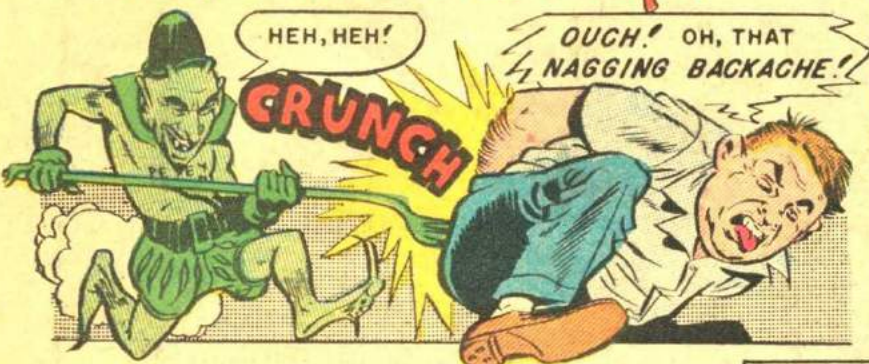
STATE _____

ZONE
NO. _____

COMIC STRIP ADVERTISING DEPT. (TELL 'EM A STORY WITH PICTURES AND THEY'LL BUY, BUY, BUY! DIVISION): YOU'RE PROBABLY ALL FAMILIAR WITH THIS GIMMICK IN THE UNCEASING CAMPAIGN TO WRENCH YOUR HARD-EARNED DOLLAR FROM YOUR SICK POCKETBOOK. THE BIG ADVERTISING AGENCIES HAVE BEEN SELLING THEIR WARES VIA THE COLOR COMICS SECTIONS OF YOUR SUNDAY NEWSPAPERS. THEY MAKE THEIR PITCH AFTER FIRST BREAKING DOWN YOUR RESISTANCE WITH AN ILLUSTRATED STORY MUCH ALONG THE LINES OF THE FOLLOWING ILL-CHOSEN EXAMPLES:

Petey Pain almost ruins Melvin's night out with the boys!

IT'S WEDNESDAY NIGHT, AND MELVIN'S WIFE KNOWS WHAT THAT MEANS... BOWLING WITH THE BOYS...



BUT AS MELVIN SWINGS OPEN THE HEAVY FRONT DOOR, PETEY-PAIN STRIKES...



NO! IT'S THIS NAGGING BACKACHE! NOW I WON'T BE ABLE TO PLAY AND OUR TEAM WILL HAVE TO FORFEIT AND WE WON'T WIN THE SWEATSHIRTS!

SIT DOWN, MUSCLE-BOUND, AND TAKE OFF YOUR SHIRT. I KNOW JUST THE THING TO RELIEVE THAT NAGGING BACKACHE. BEN-GOO! IT'S IN THE MEDICINE CABINET! I ALWAYS KEEP A LARGE ECONOMY TUBE ON HAND FOR JUST SUCH AN EMERGENCY!



NOW COMES THE COMMERCIAL:

...A PICTURE OF THE PRODUCT.

...AND THE HAPPY WIND-UP...

WHEN PETEY-PAIN STRIKES, RUB IN BEN-GOO. IT RELIEVES THAT NAGGING BACKACHE!

IF I RUB IT IN ON YOU, WILL IT RELIEVE ME OF A NAGGING WIFE?



Ben-Goo
FAST RELIEF FROM
ACHES AND PAINS!

THAT FINAL SPLIT GIVES US THE GAME, MELVIN. SO BEN-GOO SAVED THE NIGHT FOR US BY CURING YOUR BACKACHE, EH?

NOW! MILDRED FOUND A PITCH-FORK IN MY BACK!



JOE ORLANDO

NO MORE INSULTS FOR HERMAN

SAYS *Charles Fatless*

HEY! STOP KICKING
THAT SAND IN OUR
FACES, FENWICK!

SPLAT

GULP...

LISTEN, SKINNY! I'D
SMASH YOUR FACE IN ONLY
I'M AFRAID YOU MIGHT
DRY UP AND BLOW
AWAY!

THE BIG
BULLY! I'LL
GET EVEN
WITH HIM...
SOB...SOME-
DAY, MARY!

OH, DON'T
LET IT
BOTHER
YOU, LITTLE
BOY! WHY
DON'T YOU
GO HOME
TO MAMA,
YOU BAG
OF BONES!

DARN IT! I'M SICK AND TIRED OF
BEING **INSULTED** ALL THE TIME
BECAUSE I'M A **SCARECROW**!
CHARLES FATLESS SAYS HE CAN
GIVE ME A **REAL HE-MAN'S BODY**!
I'LL GAMBLE A **3¢ STAMP**!

LOOK AT THE **CHANGE** IN
HERMAN AFTER HE STARTED MY
BODY-BUILDING BACK-BREAKING
COURSE. ONLY **15 SECONDS A DAY**
FOR **SEVEN YEARS**...

BOY! IT DIDN'T TAKE FATLESS
LONG TO DO **THIS** FOR ME! **WHAT**
MUSCLES! NOBODY INSULTS
ME ANYMORE! **NO SIR!** I'M
GOING DOWN TO THE **BEACH**!



THIS IS A SOUPED-UP DRAWING OF CHARLES FATLESS, WHO HOLDS NO TITLE AT ALL!



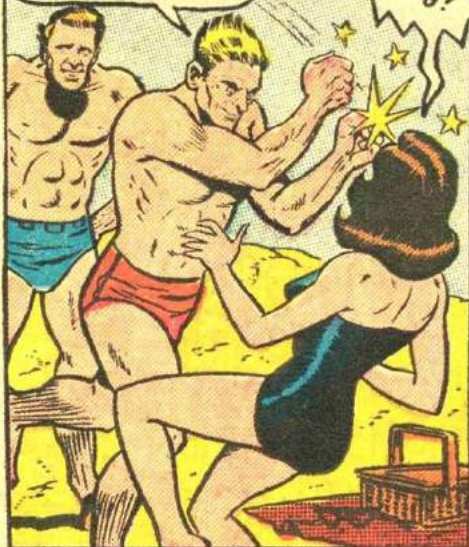
THERE'S **MARY**! WILL **SHE**
BE SURPRISED! AND THERE'S
THAT **BULLY**, FENWICK...

MAYBE **THIS'LL** TEACH
YOU NOT TO **INSULT** ME
NO MORE, BABE...

GNNNGG!

G'MON, FENWICK!
LE'S GO **LIFT**
WEIGHTS!

CRAZY! HEY,
DIG THIS
TRICEP, HERMAN!



A NIGHT of HORROR

on an Overnight Fishing Trip!

WAKE UP! THERE'S SOMETHING IN THOSE BUSHES, IRVING... SOMETHING GROWLING AND SNARLING...

WAIT'LL I GET MY FLASH WITH THOSE DEPENDABLE "NEVER-EADY" BATTERIES, SMED. THE LIGHT 'LL SCARE IT OFF!

A TRUE EXPERIENCE OF IRVING MCGOON OF MUDVILLE, MONTANA.

THAT NIGHT WE'D BEDDED DOWN IN OUR SLEEPING BAGS, INTENDING TO KNOCK 'EM DEAD THE NEXT MORNING...

THINK WE OUGHT TO LIGHT A FIRE TO KEEP AWAY THE WILD ANIMALS, IRV?

HAW! WHAT WILD ANIMALS!?! THE ONLY WILD ANIMALS IS BACK HOME... AND THA'S WHY WE CAME FISHIN'... T' GET AWAY FROM OUR WIVES.



I FLASHED MY LIGHT INTO THE BUSHES AND THE SNARLING AND GROWLING STOPPED AND WE SAW SOMETHING TAKE OFF...

WHEW! HAD ME WORRIED FOR A MINUTE!

I'M NEVER WORRIED WHEN I GOT MY LONG-LASTING, EIGHT AND ONE HALF LIVES, "NEVER-EADY" BATTERIED FLASHLIGHT ALONG, SMED!



NEW IMPROVED
"NEVEREADY"
The Battery with "8½ LIVES"



GUARANTEED: YOUR FLASHLIGHT AND BATTERIES REPLACED FREE IF DAMAGED WHEN YOU ARE ATTACKED AND KILLED BY WILD ANIMALS WHILE CAMPING OUT!

ME AND MY NEIGHBOR, SMEDLEY HOSSENFEFER, HAD DRIVEN UP TO WAKATAKAWA LAKE ON AN OVERNIGHT FISHING TRIP. WE'D FISHED ALL DAY...



CATCH ANYTHIN', IRV?

A COLD...THA'S 'BOUT ALL...SNIFF!

LATE THAT NIGHT, SMED AND ME WAS AWAKENED BY BLOOD-CURDLING SNARLS AND GROWLS AND THRASHING COMING FROM THE BUSHES NEAR WHERE WE WAS SLEEPIN'...

IRV! WAKE UP! IRV! THERE'S SOME KIND OF AWFUL, TERRIBLE WILD ANIMAL OUT THERE! I'M SCARED, IRV!

DON'T BE SCARED, SMED! I GOT MY FLASHLIGHT WITH THOSE DEPENDABLE "NEVER-EADY" BATTERIES IN MY TACKLE BOX!



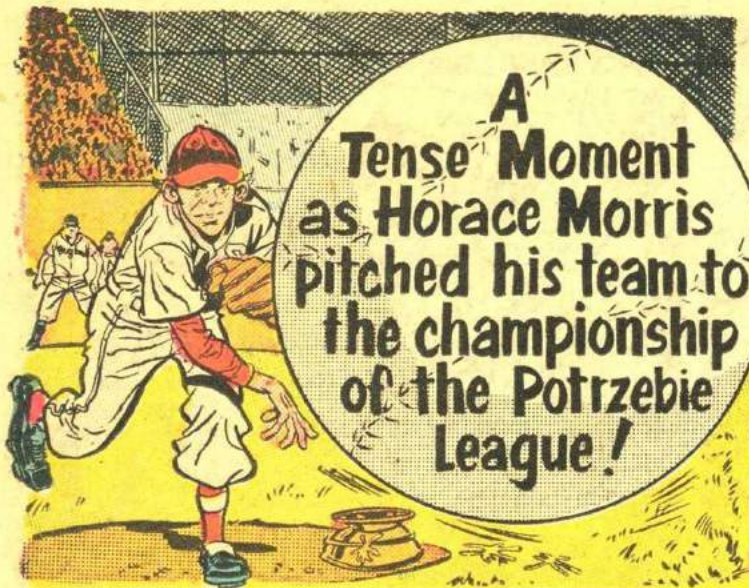
THAT'S A THRILLING STORY, IRV... SAVED YOUR LIVES FROM THAT SNARLING, GROWLING, WILD ANIMAL THAT CAME UPON YOUR CAMP, EH?

NAW! IT WAS JUST A COUPLE OF KIDS ON A DATE...SMOOCHIN' IN THE BUSHES!



DON'T BOTHER WRITING YOUR TRUE EXPERIENCE WITH NEVEREADY BATTERIES. WE FAKE 'EM ANYWAY.

OCT. 1, 1953—THE LAST GAME OF THE SEASON. SLATSVILLE MUST BEAT BUGBERG TODAY TO WIN THE PENNANT. SLATSVILLE LEADS BY ONE. BUGBERG UP IN LAST OF THE 9TH. BASES LOADED...TWO OUT...HORACE MORRIS PITCHING...



A Tense Moment as Horace Morris pitched his team to the championship of the Potrzebie League!



BALL THREE! THAT'S THREE AND TWO!

IF MORRIS WALKS 'I'M, THE SCORE IS TIED!

T'ROW DE BUM OUT!

THE CATCHER WALKS OUT TO MORRIS...



JUST ONE MORE CHANCE Y'GOT, IDIOT! PUT IT OVER! STRIKE 'I'M OUT!

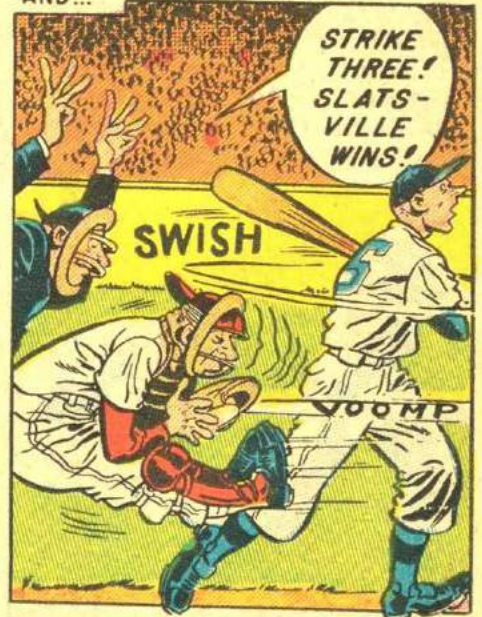
I'M TENSE!



HERE! EASE THE TENSION WITH BELCH-NOT GUM!

THANKS! GEE... A WHOLE STICK?

MORRIS WINDS UP...THE PITCH... AND...



STRIKE THREE! SLATSVILLE WINS!

HORACE IS CARRIED OFF THE FIELD BY HIS TRIUMPHANT TEAM-MATES...



YOU DID IT, HORACE! YOU DID IT!

IT WAS THAT STICK OF BELCH-NOT GUM!

EASED THE TENSION, EH?

HORACE MORRIS, ACE SLATSVILLE PITCHER, SAYS:

IT DIDN'T TAKE ME LONG TO FIND OUT THAT BELCH-NOT GUM EASES THE TENSION WHEN THE COUNT IS THREE AND TWO. BELIEVE ME, A PITCHER REALLY NEEDS BELCH-NOT IN THE CLUTCH!



WHAT I DID WAS STICK A WAD OF BELCH-NUT GUM ON THE BALL! PUT MORE STUFF ON THAT LAST PITCH THAN MY BEST KNUCKLEGRIIP...



USE A WELL-CHEWED WAD AND
Ease the tension with
BELCH-NOT GUM
SAYS Horace Morris FAMOUS PITCHING STAR

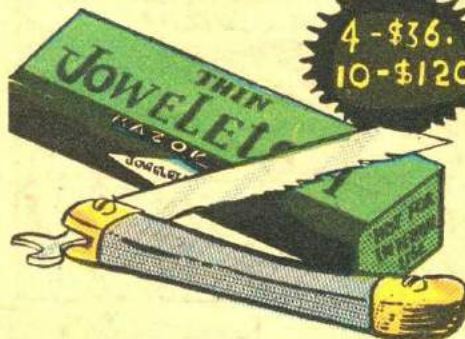


A JOWELETCH SUPER-DOOPER SPEED RAZOR SAVES THE DAY FOR BRISTLY BENNY



TRY A JOWELETCH SUPER-DOOPER-SPEED STRAIGHT RAZOR!

NO MORE NICKING AND SCRAPING OF SKIN. THIS BABY PEELS IT RIGHT OFF!



COMES IN A HANDY GAUZE-BANDAGE CASE WITH TEN-DAY SUPPLY OF IODINE! ONLY \$12.00!



Stomach Upset Strikes at Midnight!



NOW HE'S DANCING WITH THAT VIXEN. I'LL LOSE HIM FOR SURE IF I DON'T GET OVER THIS UPSET STOMACH!

A ROMANTIC MASQUERADE PARTY... A SOFT-SPOKEN, DREAMY MYSTERY-MAN... AND BIANCA IS LOSING OUT BECAUSE OF A STOMACH UPSET...



WHAT'S WRONG, BIANCA? YOU LOOK UNHAPPY!

I AM! I MET THE MAN OF MY DREAMS AND IT'S ALMOST MIDNIGHT AND HE'S NOT INTERESTED BECAUSE I GOT AN UPSET STOMACH!



I'VE TRIED SODAS AND ALKALIZERS AND PILLS AND EVERYTHING, VELVA!

LISTEN, HONEY! HOSPITAL TESTS PROVE THAT PEPSO-ABYSMAL WORKS WHERE SODAS AND ALKALIZERS FAIL. SUCH "REMEDIES" MAY ACTUALLY RETARD DIGESTION IN THE STOMACH AND THEY FAIL ENTIRELY IN THE INTESTINES WHERE... GAS FORMATIONS AND UNASSIMILATED... FOODS...CHOKE...

'S'MATTER, VELVA?

GAG... I GET SICK JUST TALKING ABOUT IT! HERE! TAKE THIS BOTTLE AND FEEL GOOOOOOOD AGAIN...

SO BIANCA TOOK PEPSO-ABYSMAL AND...

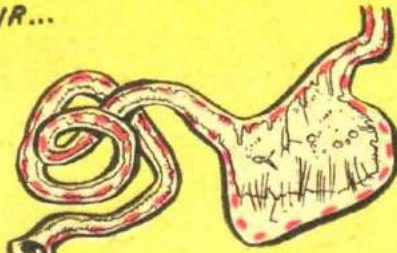
WHERE HAVE YOU BEEN ALL EVENING, BEAUTIFUL. I CAN'T WAIT TILL MIDNIGHT SO WE CAN UNMASK...

LUCKY FOR ME I FOUND OUT ABOUT PEPSO-ABYSMAL!



HOSPITAL TESTED

PEPSO-ABYSMAL'S SPECIAL MEDICINAL FORMULA INCLUDES LANOLIN WHICH SOOTHES BOTH THE IRRITATED STOMACH AND INTESTINAL WALLS WITH A GENTLE COATING ACTION... ALSO ENCOURAGES THE GROWTH OF HAIR...



CUT-AWAY DRAWING OF STOMACH SHOWING HOW PEPSO-ABYSMAL WORKS. NOTICE HAIR BEGINNING TO GROW... A TICKLISH PROPOSITION.



...AT THE STROKE OF MIDNIGHT...

...BIANCA RUSHED BY VELVA...



WHAT'S WRONG HONEY? SICK AGAIN?

I'LL SAY! DREAM-BOAT JUST UNMASKED! NOW, I GOT A REAL UPSET STOMACH!

BIANCA... COME BACK...

In the recent past, there have been millions of words and thousands of pictures published in various magazines, newspapers, and publicity releases throughout the country lauding the natural talents of a famous and glamorous blonde Hollywood movie star. Panic magazine now presents its own comment on said glamour-lovely, which, we feel, aptly sums up the secret of her fabulous success:

MARYLIN

THIS

MONROE

LIKE

IS

IT

A

AT

GIRL

LOOKING

FORTUNATELY

BY

ENDOWED

ADMIRE

WITH

MEN

THE

FIGURE

KIND A

OF

Zebra-Snake Design



STYLE #400

Snake-Zebra Design—Printed Plastic can be used on either side. Gives snappy distinctive dress up appearance. Front or Rear Seat only

\$2.98

STYLE #500

Leopard Cowhide design on Printed Flexton Plastic. Leopard on one side, Cowhide on the other. Either side gives beauty to your car's seats. Never gets dirty for it cleans with a whisk of a damp cloth. Front or Rear.

\$2.98

RUSH

ORDER TODAY!

REVERSIBLE AUTO SEAT COVERS

MADE OF FLEXTON — SERVICE GAUGE PLASTIC FOR LONG WEAR

• Waterproof. Easy to attach to seats for good fit. Roomy and neat. Elastic shirring and reinforced overlap side grips insure over-all seat coverage. Will dress up your car's interior and give protection to seat upholstery. Whisk off mud, oil, sand, grime with a damp rag for bright as new appearance. Sewn with nylon thread for long wear and durability.

ORDER FROM MANUFACTURER AND SAVE!

Choice of split or front seat styles only **\$2.98** each. Complete set for Front & Rear only **\$5.00**. Specify make of car and seat style with each order. Save Money and buy a set today.

5 day Money Back Guarantee!

**TERRACE SALES - DEPT. EC100
EAST ROCKAWAY, NEW YORK**

Please send me seat covers I have marked. I can try for 10 days and return for refund of purchase price if I am not satisfied.

- ☐ Zebra-Snake Design, Reversible
☐ Leopard-Cowhide Design, Reversible
☐ Split Seat \$2.98 ☐ Solid Seat \$2.98
☐ Set (Front & Rear) \$5.00
☐ I enclose payment ☐ Send C.O.D.

Name _____

Address _____

City _____ Zone _____ State _____

LEOPARD-COWHIDE DESIGN



FACTORY-TO-YOU COUPON OFFER SAVES \$4.00

ILLUSTRATED ACTUAL SIZE



Send for this retractable ball pen with the miracle ink that writes dry, can't leak, transfer, soil hands or clothing, approved by bankers. With it free you also get matching fountain pen with two-way gold plate point that writes 'bold or fine'... AND automatic

pencil that propels, repels standard size lead... all precision made, handsomely matched with barrels in lustrous lifetime buterate — caps in gleaming gold plate. A \$5.00 value including engraving. Factory price to you \$1.00 for all 3. Terrific gifts! Fully guaranteed.

All 3 WITH THIS COUPON ONLY \$1.00

Amazing 3-Piece Matched Set

1. Retractable Ball Pen with Miracle Write-Dry Ink, 2. Matching Fountain Pen, 3. Automatic Pencil...

Complete with your Name in Golden Letters on Each Piece!

This Sensational Offer Void After 60 Days

List names for engraving additional sets on separate sheet.

ENGRAVE THIS NAME ON ALL 3 PIECES (PRINT) _____

SEND TO (NAME) _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PENMASTER CO., Dept. E9 400 Madison Ave. New York 17, N. Y.

Let Us Quote on Quantity Orders for Business Firms

FILL OUT AND MAIL TODAY

Send \$1.00 Cash for each 3-Piece Set ordered and we pay postage. If C.O.D., postage is extra.



To Eject Point, Simply Press Button For Miles and Miles of Writing.



To Retract Point, Touch Clip and Automatic Point Jumps Back Into Barrel.

75,000 word refill 35c everywhere

MAGAZINES FOR THE MECHANICAL MINDED DEPT. (295 PAGES OF ADS AND 5 PAGES OF SCIENCE NEWS DIVISION): HAVE YOU SEEN THE SLEW OF GADGET-AND-INVENTION-TYPE MAGS ON THE NEWSSTANDS THESE DAYS, CRAMMED-FULL OF ADS FOR USELESS SURPLUS MERCHANDISE AND, WHO-NEEDS-THEM NEW INVENTIONS? THE COVER IS USUALLY A COME-ON PROMISING YOU A FULLER LIFE WITH THAT EASY-TO-MAKE DOO-DAD YOU'VE ALWAYS WANTED. PANIC MAGAZINE TAKES PLEASURE IN PRESENTING ITS OWN VERSION OF ONE OF THESE DO-IT-YOURSELF, IMPROVE-YOUR-LOT PUBLICATIONS. OURS IS CALLED...

POPULAR MECPANICS MAGAZINE

BUILD
IRVING
FRIDDLE'S
ROCKET
SHIP
FROM SPARE
PLUMBING
AND
HEATING
PARTS!

PAGE 231



AFTER YOU'VE CONVINCED YOURSELF THAT YOU'VE ALWAYS WANTED TO BUILD IRVING FRIDDLE'S ROCKET SHIP OUT OF SPARE PLUMBING PARTS, YOU BUY THE BULKY BOOK. YOU OPEN IT UP, AND FIRST HAVE TO PLOW THROUGH 60 OR 70 PAGES OF ADS LIKE THESE:

BE AN ARTIST MAKE BIG MONEY



Melvin Sturdley made a 3 ft. 8 inch dollar bill after just one lesson!

You get to keep these slightly used artist's materials with your course.



pencil



eraser



beret



paint rag

ENROLL NOW!

START YOUR CAREER IN ART TODAY!

STURDLEY SCHOOL OF ART

Dept. P-41, Hookyuhville, Wisc.



**ILLUSTRATED
COMIC BOOKLETS**

The kind men like!
Vest Pocket Size.

VAA-VOOM SALES CO.
Hookyuhville, Wisc.

EARN MONEY IN YOUR SPARE TIME

Send for Handy-Dandy Business Kit



\$10.00

Postpaid

Kit includes gun, ammunition, and list of promising banks, payroll offices, etc.

STURDLEY STICK-UP CAREERS

Dept. P-42, Hookyuhville, Wisc.

I GOT A START IN RADIO!



says
Melvin
Sturdley
successful
radio
repairman.

LEARN RADIO REPAIRING AT HOME!

You get to keep these useless junked radio parts with your worthless course.



old
tube



old
dial



old
resistor



old
crow

SEND FOR SAMPLE LESSON TODAY!

STURDLEY SCHOOL OF RADIO

Dept. P-43, Hookyuhville, Wisc.

INVENTORS

PROTECT YOUR INVENTION

Why let just anybody steal it
when you can let me do it?

MELVIN STURDLEY—PATENT ATTORNEY
Dept. P-44, Hookyuhville, Wisc.

BARBELLS



Learn to pick them up. Feel like a new man. Where there's a bar, there's a bell. Learn the correct method. Send for free little black book of names, addresses, and phone numbers.

STURDLEY SCHOOL OF PHYSICAL CULTURE

Dept. P-45, Hookyuhville, Wisc.

RUPTURED?

GEE, THAT'S TOUGH!

Don't lift no heavy weights
like picking up barbells, f'rinstance.

SOMEWHERE AFTER THE SEVENTIETH PAGE OF ADS LIKE THE PRECEDING, IF YOU LOOK REAL HARD, YOU MAY FIND THE **LETTERS TO THE EDITORS** COLUMN. OF COURSE, THERE'RE ALWAYS ADS ALONGSIDE IT. AFTER ALL, WHY WASTE SPACE ON STUFF READERS MIGHT BE INTERESTED IN, WHEN THEY CAN **SELL SPACE AND INCREASE THEIR REVENUE?**...

DRAW ME!



WIN A PARTIAL SCHOLARSHIP
To A Famous Art Course!
YOU PAY THE DIFFERENCE

Nobody loses—Everybody's got talent!

STURDLEY SCHOOL OF ART

Dept. P-46, Hookyuhville, Wisc.



**ILLUSTRATED
COMIC BOOKLETS**

The kind men like!
Vest Pocket Size.

VAA-VOOM SALES CO.
Hookyuhville, Wisc.

LEARN HYPNOTISM

**MAKE HER BEND TO YOUR WILL.
HAVE HER AT YOUR MERCY.**



Easy instruction book gives you all the details. Rush a card. Read fast. You may not have to pay the postman \$1.79.

STURDLEY SCHOOL OF SEDUCTION

Dept. P-47, Hookyuhville, Wisc.

SEND ONLY \$1.00

I'm broke. I need the dough.

STURDLEY CHARITY ORGANIZATIONS
Dept. P-48, Hookyuhville, Wisc.

LETTERS TO THE EDITORS

Dear Sirs,

On page 265 of your recent issue, you suggested the use of asbestos shingling to protect wood from the flame of an oxy-acetelene torch. Do you know that such a shingle explodes violently under extreme heat like with a flame from an oxy-acetelene torch. I think you ought to warn your readers. I'm forwarding my hospital bill to you. After all.

Lacerated and Third Degree Burned Reader

The shingle you used was probably not an asbestos shingle but an asbestos-cement shingle. There's a difference. Am returning bill. Get well soon and read more carefully from now on.—eds.

Dear Popular Mecpanics Editor,

In the last issue, you said that a good solvent for plastic castings is a mixture of acetone and kentucky bourbon. I want to thank you for starting me on the road to success in my own business. I have sold my plastic casting business and gone into the Bar and Grill business. The gang is wild about my new drink, acetone and kentucky bourbon. I add a mariscino cherry for color.

Grateful Al

Mariscino cherry juice is a sodium solicolate compound and when mixed with acetone, a hetrophenol biproduct, and kentucky bourbon, containing alcohol, you are creating a high explosive known as MAKB. Any slight jar will blow your customers to bits. Good luck in your new venture.—eds.

Dear Editors,

I would like to tell you what I think of your last issue. For my part, you could take the whole thing and shove

(Continued on page 297)

THEN COMES FORTY-ODD PAGES OF CLASSIFIED ADS. IF YOU READ EACH AND EVERY ONE, USUALLY SET IN MICROSCOPIC TYPE, YOU CAN PUT IN YOUR ORDER FOR A SEEING-EYE DOG. TO PROTECT YOUR EYE-SIGHT, WE'RE ONLY PRINTING THE FIRST PAGE:

WORLD'S WORST WANT AD MEDIUM CLASSIFIED Advertisements MAKE MONEY ON THE SUCKERS

Advertisements in this miserable eye-straining section only 90c per word per insertion per issue, minimum two words, payable in advance.

If you want to get on the sucker-bandwagon, your crooked copy must be in our Hong Kong office on the 20th of the third month preceding the fourth week after off-sale of the previous issue. Make checks payable to I. Strain, Adv. Mgr.

Here are thousands and thousands and thousands of opportunities to buy worthless and useless articles that may not even come after you order them. Read these Ads. Answer them. Be a sucker. We warned you.

AUTOMOBILES

AUTOMOBILE Bodies. Build your own hot-rod over a scooter chassis. Fool your friends. Our junk yard is the most complete on the west coast. Fenders, doors, grills etc. sent by mail to anywhere in U.S. Write for free catalog. Include \$1.00 postage. Hot-Bodies. Box 6679 1/6, Fanbelt, Oreg.

BIG Money in Auto body repairs. Start your business today. Send for Dent-Out Repair Kit and simplified instruction booklet plus Steel Armor Plating to put on your own car to start you off smashing up potential customers Dent-Out Box 6679 1/6, Fanbelt, Oreg.

COMIC Books. The kind men like. Vest pocket size. Coat pocket size for men who don't wear vests. Keep them in your Auto glove compartment for any occasion. Woo-Woo Sales Co. Box 6679 1/6, Fanbelt, Oreg.

BOATS, OUTBOARD MOTORS

BUILD your own battleship. Actual U.S.N. blueprints. Send for free micro-film frame. Spy-Surplus Sales Corp., Moscow, U.S.S.R.

BUY 6000 ton Surplus U.S.N. Sub-Chaser. A real Bargain. Only \$100.00 FOB Gobi Desert. You pay nominal freight charges. How do we know how it got to the middle of the Gobi Desert? Write soon. Supply Limited. Spy-Surplus Sales Corp., Moscow, U.S.S.R.

BOAT Kits. Build your own boat. Easy to follow instructions. Plans and Materials List plus free Mae West Life Jacket to wear when you launch it \$1.00. Boat-Kits, Box 6679 1/6, Fanbelt, Oreg.

COMIC BOOKS. The kind men like. Pea-Coat Pocket size. Salty Stories. Keep them in your life raft for any occasion. Woo-Woo Sales Co., Box 6679 1/6, Fanbelt, Oreg.

BINOCULARS, TELESCOPES, MICROSCOPES, MAGNIFIERS

BUILD Your own 1000 power day and night telescope. Study the stars in the sky and the starlet across the court. Get interesting facts. About our kits. Write today for free booklet. Eye-ful Products, Box 00, Lensberg, Pa. Enclose \$2.00 handling charge.

DISCOVER a whole new world. Slightly used microscopes. See the wonders of nature, the life teeming in a drop of your own drinking water. Discover why you've suffered from Amoebic Dysentery all these years. Tear wings off flies, legs off ants, tails off guppies and see their intricate cell structures. Eye-ful Products, Box 00, Lensberg, Pa. Send for catalog and free onion skin

COMIC Books. The kind men like. Printed on slides. Look like you're working on an important experiment while you're Wee-Wow Sales Co. Box 6679 1/6, Fanbelt, Oreg

ELECTRICAL SUPPLIES

ARTIFICIAL Lightning. Make it yourself, in your own home. Interesting display to liven up a dull party. Works off ordinary house current. Generates 6,000,000 Volts. Shoots ten feet. Splinters tables, chairs, floors. Perfect gift for the scientific-minded party-giver. Watt Sales, Box 110V, Amperage, N.M.

FOOL Your friends. Surplus Electric Chair. Really works. Interesting item to liven up a dull party. This'll kill 'em. Can be upholstered to look like or-

dinary furniture. Supply Limited. Prison Products Surplus Corp. Box 210V, Alcatraz, Va.

SHOCK Your prudish friends. Comic books. The kind men like. Interesting items to liven up a dull party. Woo-Woo Sales Co. Same Address.

FARMS AND ACREAGE

LIVE In Sunny Southern California. Solve your vacation or retirement problems. Let the Blue Pacific be your back yard. In fact, it can be your front yard too. Underwater Estates, Milabou Beach, Calif. Write for free tide table.

FLORIDA homesites. Every lot facing the Gulf of Mexico. Build your house looking out over its blue waters. You can see it on clear days. Short ten mile drive to beautiful private bathing beaches that you can't get into. Fishing and hunting terrific, if all the lands weren't posted. You might grow oranges. Write for free illustrated brochure with cleverly touched-up pictures and photo-montages that make this miserable deal look pretty good. Hinterland Homesites, Swampville, Fla.

FARM Opportunity. Lovely 40 acre tract. Original mule. Must be seen to be appreciated. Elderly couple ready to retire after raising cane for 68 years. If you've a yen to get back to the soil, this is your chance. Farm house and barn go with property. Just, pick them up at Centerville, Ark. which is 47 miles from Pottstown, Okla. where the farm is. The last twister took 'em there Beezley RFD 8, Pottstown, Okla.

COMIC Books. The kind that men-farmers like. Keep them in the hay loft for any occasion. Hay-Hay Sales Co. RFD 8, Pottstown, Okla.

DON'T Be fooled. Buy only new, not second hand Comic Books, the kind men-anything like. Wee-Wow Sales Co. Box 6679 1/6, You know where.

GAMES, TOYS, NOVELTIES

FULL Gross, toy balloons. Just the thing for parties and social events. Less than one cent each. Factory rejects. Nothing wrong with them except a small hole in each, hardly discernable to the naked eye yet big enough to make it impossible to blow them up. FZZZZZ Sales Corp. Box PPT, Boomsiss, Minn.

THROW Your voice. Be a ventriloquist. Have fun getting other people's faces slapped. Be the life of the party. Throw your voice into boxes, cars, bathrooms. Get thrown out of boxes, cars, bathrooms. Tight-Lipped Careers, Clenched Teeth, Mont.

WE Supply thousands of professional magicians with the amazing patented "Sawing a Woman in Half" Illusion. Due to circumstances beyond our control we are no longer manufacturing this illusion. However, we can now supply interested parties with various size half-women. State which half when ordering. Fraction Anatomy Co. Upper Lowerdame, N. Y.

MYSTIFY Your friends with Comic Books, the kind Magicians like. Silk Hat size. Also sleeve size for the informal performer. Keep them in your Chinese Torture Chest for any occasion Wee-Wow Sales Corp. Same address.

BUSINESS OPPORTUNITIES

\$1.00 GUARANTEES You a life-time income. Send for sample Pyramid Club letter form. Start one a week. If everybody joins, you will make \$1,694.

642 per year. Be your own boss. Mail-Order Schemes. Box X, Sing-Sing, N. Y.

START A Profitable business on a shoestring. Everybody wears shoes. Need I say more. Tie into some big dough. Knot everybody can do it. Bills-For-Bows, Eyelet, Calif.

METALIZE Baby shoes. This is a real lucrative racket. Every parent is a sentimental slob when it comes to their brat's first pair of baby shoes. Send for free sample bronze paint. Miserable Mimentos, Souvenir, S.C.

OWN Your own Golf Course. Cash in on America's number-one growing sport. If you have seven hundred idle acres of land and a spare bankroll of, say, Two Hundred Grand, you can start your own Golf Course and play free. Send for interesting booklet. Millionaire's Pastime Industries, Bucks County, Pa.

SELL Illustrated Comic Books, the kind Buyers like. Sample-case size. Carry along with your present line and break down sales resistance to your present dull uninteresting product. Woo-Woo-Wee Sales Co. We haven't moved.

PERSONAL

NEED Money? Want \$200, \$300 right away? Want to pay off all your debts and wipe the slate clean? Want to get your wife/sweetheart that ring/fur coat she's been hinting for? Want cash? Money? Loot? So, what makes you think you're anything special? We all got troubles. Let's Face It Philosophy School teaches you how to stop getting deeper and deeper into hock

IRVING. Come home All is Forgiven We love you. Ma.

LONELY? Desire companionship, warmth, friendship? Can you write? Send your name, age, sex, and complete description of your home, especially where you keep your valuables, and you'll be having company soon. Second-Story Social Club, G.P.O., Ossening, N. Y.

IRVING. Come home. We miss you and want you back. Sis.

BE Rich. Make money. My financial secret revealed in startling booklet. Only \$1.00. (I make \$40,000 dollars a year on suckers who send for this booklet. All I do is tell them, in it, to take an ad and say, "Be rich. Make money. My financial secret revealed."

IRVING. come home. And bring back those Illustrated Comic Booklets, the kind I like. Paw

MISCELLANEOUS

MOUSTACHE Wax. in 100 pound barrels. Cheap. You can never tell when someone will call you up at 2 A.M. some morning and ask, "Got any Moustache Wax?" Be prepared. \$1.00 per Barrel, you pay postage. Useless Products Sales Corp. Nome, Alaska

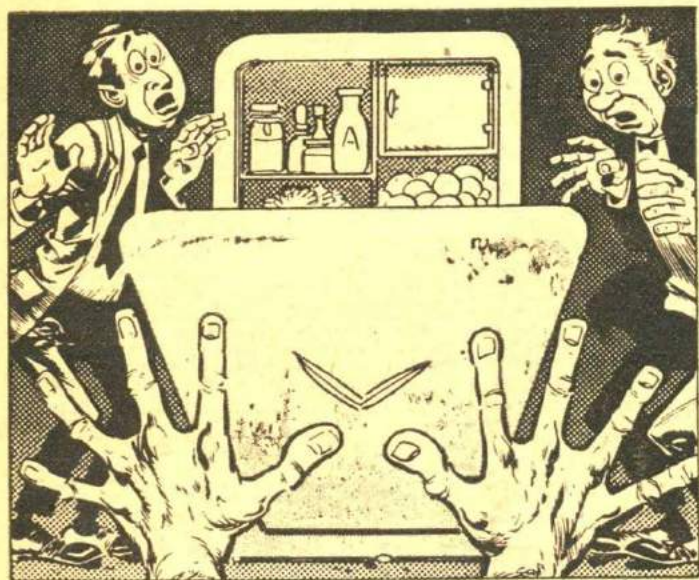
DINOSAUR Bones. Museum Rejects. Cheap. You can never tell when someone will call you up at 2 A.M. some morning and ask, "Got any Moustache Wax?" Be prepared. Say, "Yes!" and when he comes over to get it, hit him with a Dinosaur bone. Send for skeleton diagram with sizes and prices. More Useless Products Corp. Fairbanks, Alaska

RARE OLD Illustrated Comic booklets, the kind rare old men like. Wescot pocket size. Novel new size to hide in spats. Wee-Wow-Wee-Woo-Woo etc.

AND NOW, *FINALLY*, ON PAGE 190 OR SO, COMES THE *BODY* OF THE MAGAZINE... A FEW LONELY PAGES OF *NEW INVENTIONS* AND *RECENT DEVELOPMENTS* IN THE *WORLD OF SCIENCE*. HERE ARE *TWO* PAGES. THEY USUALLY HAVE *FIVE*, MAYBE...

Tulsa Dentist Discovers New Method of Extracting Teeth

A new chemical, destined to revolutionize the Dental Industry and Tooth Extraction methods, was demonstrated last month by Melvin Sturdley, its inventor. Used in minute quantities, injected into the gum below the infected tooth, this newly developed chemical explosive, much like a mild T. N. T., blows out chopper when patient's head is jarred, like with a baseball bat. The inventor is shown here with his patient after a first attempt with his new method. (The patient, Irving Friddle, is expected to recover.)



Refrigerator with Two-Way Door Saves Many Steps

A revolutionary two-way hinge and handle arrangement on a new model refrigerator, developed by a big manufacturer, enables the door to swing open either way, thereby saving many steps for the poor over-worked housewife. The amazing appliance was demonstrated recently as two people stood on either side of it, opening the door, first to the right, then to the left. This picture shows them as they both pressed the handle at the same time. The door fell off. (The photographer, Irving Friddle, is expected to recover.)

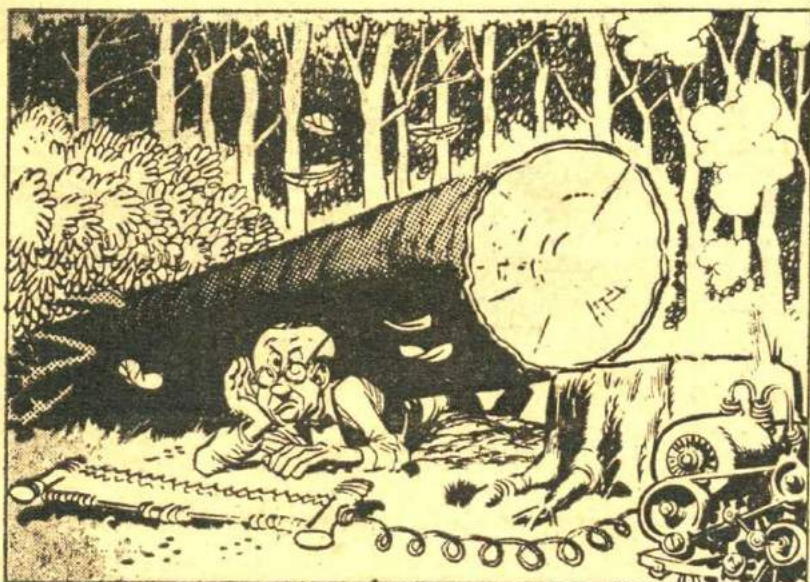
Miniature Jet Engine Attaches to Bicycle

Bicycling enthusiasts will be pleased to learn that a new invention, designed by Irving Friddle, of Boston, Mass., will take the strain out of peddling. A small jet engine, bolted to the rear fender, powered by kerosene and liquid oxygen, will deliver enough thrust to drive a bike up to 287 miles per hour without peddling. When testing his invention, Mr. Friddle spread his arms in a "no-hands" pose. This picture shows him as he buzzed St. Louis. He and his bike were found outside of Denver, Colo. (Irving is expected to recover.)



16 Barrelled Carburetor Will Enable Hot-Rods to Crack Sound Barrier

Able to be built for a reasonable \$2593, a new 16 barrelled carburetor, using air injection and T. C. P. additive, will enable any hot-rod enthusiast to drive his heap through the sonic barrier. Irving Friddle, the inventor of this amazing gadget, which is destined to revolutionize the automotive industry, is shown in this picture just after his stripped down Chevy reached the phenomenal speed of 772 M. P. H. when the whole mess exploded. (Irving is expected to recover.)



Electrified Hand-Saw Slashes Through Trees in 3 Seconds

A newly developed electrified saw, designed to simplify the tedious job of clearing wooded lands, was demonstrated recently. The insulated hand-saw blade, wired to a 7000 Volt generator, easily burned through a 26 inch tree in three seconds. This picture shows the inventor, Irving Friddle, just after the tree was felled. There wasn't time to get out of the way. (Irving is expected to recover.)

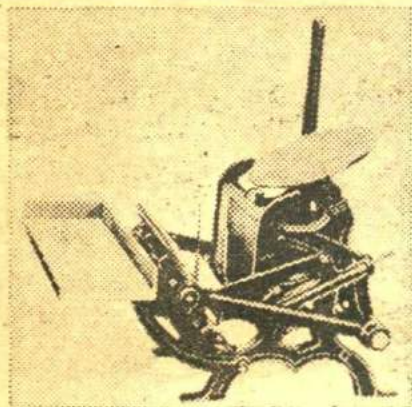
Airplane Engine with Propeller Pushes Flatbottom Swamp Boat

A surplus airplane engine, mounted on the stern of a flatbottom boat, easily pushes the odd-looking craft over Florida swamp waters previously considered unnavigatable because of the thick growth of sub-surface marine plants that entangled and hopelessly choked ordinary outboard motor propelled boats. A successful demonstration of this invention ended chaotically, however, when the engine couldn't be stopped. The craft is shown here, after it skidded out of the swamp and continued overland, finally crashing into a silo on a farm forty-two miles from the nearest water. (The inventor, Irving Friddle, is not expected to recover.)



THEN, AFTER THAT BRIEF EDITORIAL SECTION, *MORE ADS...80 OR 100 PAGES...TO WIND UP THE MAG.* "WHAT HAPPENED TO 'HOW TO BUILD IRVING FRIDDLE'S ROCKET SHIP' ARTICLE?", YOU ASK? IT WAS *PULLED... FOR THIS PAGE...*

MAKE MONEY AT HOME!



Handy-Dandy
Printing Press,
comes with
genuine
hand-etched
zinc \$10 bill
plates, green
ink, and a
generous supply
of paper, only
\$19.95
I.o.b. Alcatraz

STURDLEY PRINTING INDUSTRIES
Dept. P-49, Hookyuhville, Wisc.

DON'T ADMIT YOU SAW IT IN POPULAR MECPANICS



ILLUSTRATED COMIC BOOKLETS

The kind men like!
Vest Pocket Size.

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Hookyuhville, Wisc.

BE A DETECTIVE FIGHT CRIME!

... Arrest possessors of those
ILLUSTRATED COMIC BOOKLETS
... The kind men like and the law
doesn't. Get to keep them yourself!

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STOP SMOKING! TODAY!

Buy everything advertised here
and you won't be able to afford to.

FIX CARS

Any Make or Model
FIX 'EM GOOD!

Get even with all those idiot
drivers that have been giving
you a hard time on the road.



STURDLEY SURPLUS TANKS
Dept. P-51, Hookyuhville, Wisc.

ADVERTISERS

Got a lucrative
crooked scheme you
want to pull off on
waiting eager suckers?
Advertise in this space.
No kidding. They bite.

SHRINK SOLENOIDS *Without Surgery*

New, easy, fast, effective method.

STURDLEY HOT-SEATS
Dept. P-52, You know where by now.

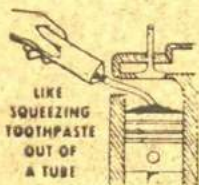
CAR BURNING OIL?

Engineer's Discovery Stops it Quick

Without A Cent For Mechanical Repairs!

If your car is using too much oil—if it is sluggish, hard to start, slow on pickup, lacks pep and power—you are paying good money for oil that's burning up in your engine instead of providing lubrication. Why? Because your engine is leaking. Friction has worn a gap between pistons and cylinder wall. Oil is pumping up into the combustion chamber, fouling your motor with carbon. Gas is exploding down through this gap, going to waste.

SAVE \$50 TO \$150 REPAIR BILL



Before you spend \$50.00 to \$150.00 for an engine overhaul, read how you can fix that leaky engine yourself, in just a few minutes, without buying a single new part, without even taking your engine down. It's almost as easy as squeezing toothpaste or shaving cream out of a tube, thanks to the discovery of a new miracle substance called Power Seal. This revolutionary, new compound combines

the lubricating qualities of Moly, the "greasy" wonder metal, with the leak-sealing properties of Vermiculite, the mineral product whose particles *expand* under heat. (Up to 30 times original size.)

Just squeeze Power-Seal out of the tube into your motor's cylinders through the spark plug openings. It will spread over pistons, piston rings and cylinder walls as your engine runs and it will PLATE every surface with a smooth, shiny, metallic film *that won't come off!* No amount of pressure can scrape it off. No amount of heat can break it down. It fills the cracks, scratches and scorings caused by engine wear. It closes the gap between worn piston rings and cylinders with an automatic self-expanding seal that stops oil pumping, stops gas blow-by and restores compression. No more piston slapping; no more engine knocks. You get more power, speed, mileage.

This genuine plating is self-lubricating too for Moly, the greasy metal lubricant, reduces friction as nothing else can! It is the only lubricant indestructible enough to be used in U. S. atomic energy plants and jet engines. It never drains down, never leaves your engine dry. Even after your car has been standing for weeks, even in coldest weather, you can start it in a flash, because the lubrication is in the metal itself. That's why you'll need amazingly little oil; you'll get hundreds, even thousands of more miles per quart.

TRY IT FREE!

You don't risk a penny. Prove to yourself that Power-Seal will make your car run like new. Put it in your engine on 30 days' Free Trial. If you are not getting better performance out of your car than you thought possible—if you have not stopped oil burning and have not increased gas mileage—return the empty tube and get your money back in full. Power-Seal is absolutely harmless; it cannot hurt the finest car in any way. It can only preserve and protect your motor.



POWER SEAL MAKES WORN OUT TAXI ENGINE RUN LIKE NEW

Here are the Test Engineer's notarized figures showing the sensational increase in compression obtained in a 1950 De Soto taxi that had run for 93,086 miles. Just one POWER SEAL injection increased pep and power, reduced gas consumption, cut oil burning nearly 50%.

	Cyl. 1	Cyl. 2	Cyl. 3	Cyl. 4	Cyl. 5	Cyl. 6
BEFORE	90 lbs.	90 lbs.	105 lbs.	90 lbs.	80 lbs.	100 lbs.
AFTER	115 lbs.	115 lbs.	117 lbs.	115 lbs.	115 lbs.	115 lbs.

BEST INVESTMENT WE EVER MADE, SAYS DRIVER-OWNER

"We simply inserted the POWER SEAL per instructions and made no other repairs or adjustments. Compression readings were taken before and after and showed a big improvement in both cars. As a result the engine gained a lot more pickup and power which was especially noticeable on hills. What impressed us most was the sharp reduction in oil consumption. In one cab, we've actually been saving a quart a day and figure we have saved \$11.20 on oil alone since the POWER SEAL was applied a month ago. In the other cab, oil consumption was cut practically in half. We have also been getting better gas mileage. All in all, POWER SEAL turned out to be just about the best investment we ever made. It paid for itself in two weeks and has been saving money for us ever since, to say nothing of postponing the cost of major overhauls that would have run into real money." *Town Taxi, Douglaston, N. Y.*

SEND NO MONEY!

Simply send the coupon and your Power-Seal injection will be sent to you at once C.O.D. plus postage and handling charges. Or, to save the postage and handling charges, simply enclose full payment with the coupon. For 6-cylinder cars order the Regular Size, only \$4.95. For 8-cylinder cars order the Jumbo Size, \$7.95. Power-Seal is now available only by mail from us. Send the coupon at once.

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Dept. EC9

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400 Madison Ave., New York City 17, N. Y.

Please send me _____ tubes of the amazing new POWER SEAL.

☐ Regular Size, for 6-cyl. cars, \$4.95 ☐ Jumbo Size, for 8-cyl. cars, \$7.95

On arrival, I will pay the postman the price indicated above plus postage and delivery charges. I must see an immediate improvement in the pep and power of my car, less oil consumption, greater gas mileage, reduced engine noise, easier starting, faster pickup, within 30 days, or you will refund my full purchase price.

Name _____

Address _____

City _____

Zone _____

State _____

☐ Save More! Send cash, check, or money order with coupon and we pay all postage charges. Same money-back guarantee.

IN CANADA: 1184 CASTLEFIELD AVE., TORONTO 10, ONTARIO—ADD 55 CENTS.

GENUINE NATURAL NON-TARNISH GOLD

ANTI-MAGNETIC WATCHES

Direct-From-
Importer to You!
YOUR CHOICE!
ANY Model

7⁹⁸
TAX PAID
VALUES TO
19.95

COLOR!

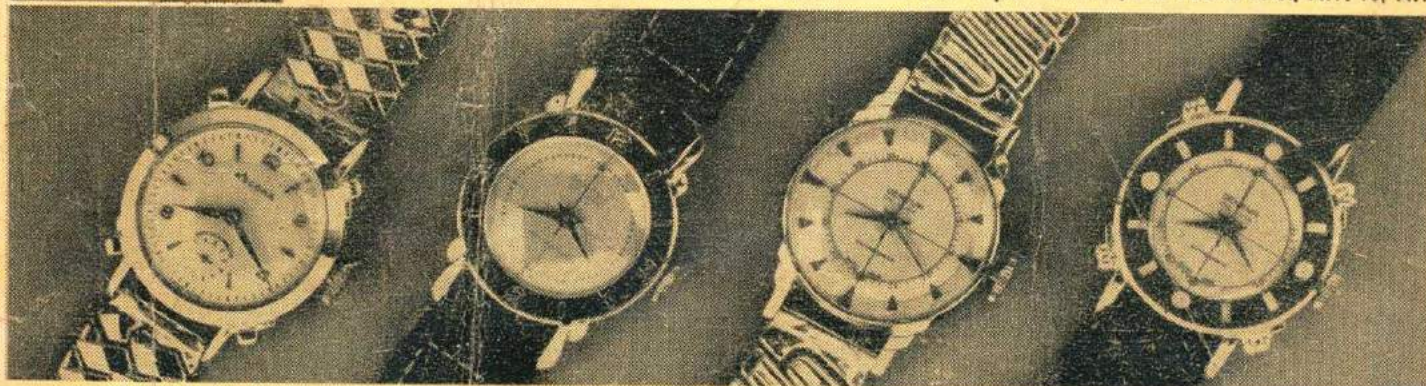
EACH ONE BACKED BY THORESEN'S FAMOUS GURANTEE!



We challenge you to pay less for these wonderful timepieces—even if you went to Switzerland itself to buy them! Every one of these smart, distinctive 1954 watches was made in Switzerland—the country where watchmaking has become an art AND a science! The thin modern cases are in the rich color of Natural Gold. Note! —NOT cheap gold plating! The Natural Gold Color is guaranteed NEVER to tarnish! Beautiful Pastel color dials and deluxe Suede or Metal bands add charm & distinction. New, Fashion-Rite styling. When you first see one . . . when you check its accuracy with radio time signals . . . when you proudly wear one of these stunning

models, you'll agree IT'S THE BARGAIN OF A LIFETIME! If not . . . simply return and back comes your money—every last penny of it! Rush the FREE TRIAL COUPON today! Because these sensational timepieces are so NEW, they're bound to go fast! Buy the sensible way—DIRECT-FROM-THE-IMPORTER and you save up to \$11.97 on ONE watch! Send the coupon to:

THORESEN'S, Dept. 38-K-200
Watch Import Division, 352 Fourth Ave., N.Y. 10, N.Y.

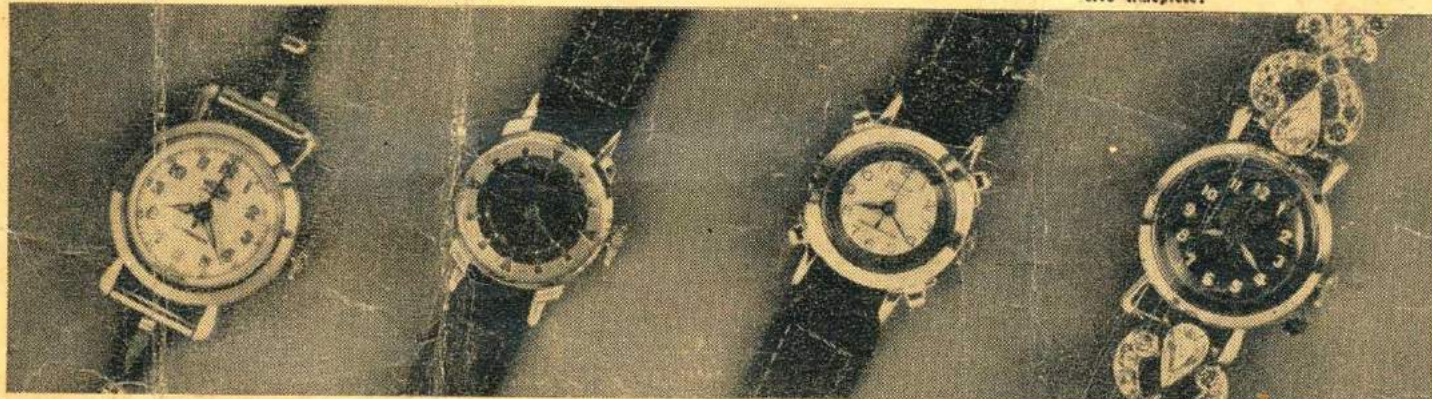


THE NORFOLK
Rich looking Natural Gold color—with matching Metal-Flex band. Jeweled, Anti-magnetic. Strikingly different, thin styling. Natural Gold color numerals, hands. A superb dress watch and one designed to stand up under heavy sports, knockabout use!

THE SURREY
Distinctive, ultra-modern Natural Gold color—with newest vogue Black Suede band. Ideal for town AND country wear! Sparkling ebony color numerals AROUND cast rim. Jeweled, Anti-magnetic. Sweep second hand. A watch for the man of discrimination!

THE RUMSON
Superbly styled Natural Gold color—with smart Metal-Flex, Natural Gold color band. Jeweled, Anti-magnetic, Vermilion-tipped Sweep second hand. Thin styling for formal wear; durably constructed for hard, everyday use. A truly fine man's watch!

THE SCARSDALE
Gleaming Natural Gold and Nubian color—with latest stitched Black Suede band. Jeweled, Anti-magnetic, Sweep second hand. A new concept in a man's watch—its thin, streamlined, tasteful design gives the appearance of a much more expensive timepiece!



THE NASSAU
An ideal watch for the active woman—at work and play! Rich Natural Gold color—with dainty yet sturdy Nylon cord & metal strap. Luminous hands, numerals; Sweep second hand; Jeweled; Anti-magnetic. Feminine looking and long-wearing!

THE BRIARCLIFF
Petite, pert and plenty pretty! Natural Gold color—with lovely contrasting black face. Natural Gold color hands and numerals. Dainty, white-stitched Black Suede band. Jeweled, Anti-magnetic, Sweep second hand. A strikingly different watch design!

THE ARDMORE
A completely feminine timepiece in Natural Gold color, with genuine black leather band. Latest thin styling. Natural Gold color hands, numerals & Sweep second hand. Jeweled, Anti-magnetic. A charming watch that may be worn with class in daytime or evening!

THE BIRTHMONTH
Stunning dress watch in Natural Gold color—handsome band with 2 Simulated Birthstones and 18 sparkling rhinestones! (Mention your birthmonth when ordering). Luminous hands & numerals, Jeweled, Anti-magnetic, Sweep second hand. An expensive looking timepiece!

RUGGED, QUALITY CONSTRUCTION GIVES YOU ENDURING SERVICE!

Please don't be confused by the THIN streamlined looks of these elegant timepieces. The movement is ruggedly constructed with JEWEL BEARINGS for greater resistance, greater accuracy, greater DURABILITY! Every watch is GENUINE ANTI-MAGNETIC and is equipped with a DURAMATIC main-spring. Recommended for sportsmen, busy housewives, secretaries! So low-priced you can afford to give them to those over-active school kids, too! You owe it to yourself to rush the coupon now for a FREE HOME TRIAL! Don't miss this wonderful bargain!

SEND NO MONEY!

THORESEN'S, Dept. 38-K-200 Watch Import Div., 352 Fourth Ave., New York 10, N.Y.
GENTLEMEN: Rush watch checked below on 5 DAY HOME TRIAL. I will pay postman \$7.98, plus postage on arrival—but I am TRYING . . . not buying. If I'm not thrilled with the value, you are to refund my \$7.98—up to the last penny—no questions asked!

Men's Models
☐ THE NORFOLK
☐ THE SURREY
☐ THE RUMSON
☐ THE SCARSDALE

Ladies' Models
☐ THE NASSAU
☐ THE BRIARCLIFF
☐ THE ARDMORE
☐ THE BIRTHMONTH

NAME _____
ADDRESS _____
TOWN _____ Zone _____ State _____
☐ SAVE MORE! Send check or money order for \$7.98 with coupon and we pay all postage and insurance! Same MONEY BACK GUARANTEE!

The Insult That Turned a "CHUMP" Into a CHAMP



I Can Make YOU a New Man, Too in Only 15 Minutes a Day!

HAVE YOU ever felt like Joe—absolutely fed up with having bigger, huskier fellows "push you around"? If you have, then give me just 15 minutes a day! I'LL PROVE you can have a body you'll be proud of, packed with red-blooded vitality!

"Dynamic Tension." That's the secret! That's how I changed myself from a scrawny, 97-pound weakling to winner of the title, "World's Most Perfectly Developed Man."

"Dynamic Tension" Does It!

Using "Dynamic Tension" only 15 minutes a day, in the privacy of your own room, you quickly begin to put on muscle, increase your chest size, broaden your back, fill out your arms and legs. This easy, NATURAL method will make you a finer specimen of REAL MANHOOD than you ever dreamed you could be!

You Get Results FAST

Almost before you realize it, you will notice a general "toning up" of your entire system! You will have more pep,

bright eyes, clear head, real spring and zip in your step! You get sledge-hammer fists, a battering ram punch—chest and back muscles so big they almost split your coat seams—ridges of solid stomach muscle—mighty legs that never get tired. You're a New Man!

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Send NOW for my famous book, "Everlasting Health and Strength." 32 pages, packed with photographs, valuable advice. Shows what Dynamic Tension can do, answers vital questions. Book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may change your whole life. Rush coupon to me personally: **CHARLES ATLAS, Dept. 164 J, 115 East 23rd St., New York 10, N. Y.**



CHARLES ATLAS, Dept. 164 J
115 East 23rd St., New York 10, N.Y.

I want the proof that your system of "Dynamic Tension" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name _____ Age _____
(Please print plainly)

Address _____

City _____ Zone No. _____
(if any) State _____

☐ If under 24 years of age check here for Booklet A.



Charles Atlas

—actual photo of the man who holds the title, "The World's Most Perfectly Developed Man."